



CRS 201: LISTING STRATEGIES

Create Listing Presentations That Deliver. Listing presentations are critical to winning new business. Only those professionals who learn proven listing strategies will earn the trust of new clients and increase their conversion rates. This course covers important skills for conducting effective listing presentations, gaining the trust of potential clients and closing the deal!

- Understand sellers' needs and motivations to provide effective guidance and counseling
- Conduct an effective listing presentation
- Handle seller resistance, concerns, complaints and objections to close effectively
- Communicate effectively and consistently with sellers to provide the best service possible
- Utilize a marketing plan and adapt marketing principles to your listings



REGISTRATION:

<http://tinyurl.com/j24rqkl>

Networking buffet luncheon included. Payment is required to hold your reservation.

Class Fee	\$295.00
CRS Members	\$250.00
Group of 4 or More Non-Members (<i>Use discount code: Group201</i>)	\$250.00
Audit Rate (<i>Prior class attendance, use discount code: Audit201</i>)	\$190.00

EDUCATIONAL CREDIT

Individuals who take this course will earn 16 CRS education course credits towards the CRS Designation. Additionally, this course earns 16 Washington and 15 Oregon CE clockhours, and accepted for 15.5 Idaho hours.

INSTRUCTOR MIKE SELVAGGIO, CRS SINCE 1984

Mike Selvaggio has been in the real estate business since 1975 and served as the 2008 National President of CRS. He has published several articles and authored many courses for REALTORS®. As a Life Director for the Home Builder's Association of Delaware, he has been able to bring sales and marketing ideas that not only work, but have been "field tested," to students.



Course Sponsors



March 1-2 2017
Registration 7:30 am
8:30 am - 5:00 pm

Multnomah Athletic Club
1849 SW Salmon
Portland, OR 97205

Questions ? Contact

Education Chair
Janet Fisher Welsh (503) 422-5812
Darlene Stouder (360) 901-0307

Cancellation Policy

Two weeks prior to course, full refund.
Within two weeks of course, 50% refund. After 5 pm day before course, no refund.

Register at: <http://tinyurl.com/gvahbp9>

Class Registration: Online at: <http://tinyurl.com/j24rqkl>

Questions? Call Darlene at (360) 901-0307

Course Registering for: **CRS 201: Listings Course**

Class Date(s): **March 1-2, 2017**

Name: _____ Firm: _____

Office Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Payment: _____ Check _____ MC _____ Visa _____ AX _____ Disc Amount: \$ _____ (pre-payment required)

Account Number: _____ Exp: _____ CVC Code: _____ (on back of card)

Billing Address: _____ City: _____ State: _____ Billing Zip: _____