

“I just passed my real estate test, so now what do I do?”

The Realty Association’s Training Program

“The best training program in the real estate industry!”

We offer the real estate industry's best in-house training program at no cost to our agents. There are over 30 different training topics to choose from, with several classes scheduled each month. Our ***TRA Real Estate Training Series*** consists of 6 different classes:

- TRA 1: ***Introduction to the Tools of the Trade***: intro to the MLS, your website, paperwork, and more.
- TRA 2: ***Mastering the Buyer Side***: buyer agency agreements, searching listings, showing etiquette, etc.
- TRA 3: ***Mastering the Short Form***: The 3 page Short Form Purchase & Sale Agreement.
- TRA 4: ***Mastering the Listing Side***: listing agreements, seller disclosures, managing listings, etc.
- TRA 5: ***Mastering the TAR Purchase and Sales Agreement***: detailed instruction on the TAR contract.
- TRA 6: ***Counteroffers, Special Stipulations, Addendums & Amendments***: counteroffer language, special stipulations contract language, miscellaneous addendum and amendment forms, etc.

We also offer a 12 module ***Mentor Series, a Pro Series, How to Sell HUD Homes,*** plus ***Reality Real Estate*** and ***Realty Technology*** courses for all skill levels.

Those who successfully complete a total of 12 individual training classes are awarded the ***Graduate Realty Association (GRA) designation***. This certification can be used on your business cards and ads, as well as on your professional resume. And it’s ***free!***

During these informative and entertaining courses you will learn to:

- ◆ Successfully take your business to the next level!
- ◆ Improve the real world skills you need to better succeed in real estate!
- ◆ Develop (or improve) a personal listing presentation and a buyer agency presentation!
- ◆ Boost your income without giving up your personal life!
- ◆ Master dialogues for prospective buyers, sellers, FSBOs, and Expireds!
- ◆ Utilize time saving questions that are a must before showing buyers any homes!
- ◆ Smooth negotiations by establishing common objectives with buyers and sellers!
- ◆ Create urgency with buyers, and turn buying signals into signed offers!
- ◆ Implement systems that allow you to enjoy more free time with family and friends!
- ◆ Turn objections into questions that help you close more deals!
- ◆ Establish price reductions early in the listing interview!
- ◆ Increase your listing volume and conversion rate!
- ◆ Let others who have done it before you give you their life experiences!
- ◆ Go far beyond what you were taught in real estate school, and learn “real world” skills!
- ◆ Hold deals together when they begin to fall apart!
- ◆ Stay two steps ahead of the competition without running yourself ragged!
- ◆ Obtain the specialized knowledge that can double your business in one year!
- ◆ Implement the marketing secrets of the top real estate agents in the nation!
- ◆ Apply new ideas, systems, scripts and techniques to transform your business!
- ◆ Work fewer hours while increasing your net income! Make real estate fun!
- ◆ Develop the power to change your career and to change your life for the better!

Jump Start your business!

Call Jim Coffer, Director of Training, at (615) 385-9010 for more information.



The Realty Association's Mentor Series:

Module 1: Prospecting, Questioning, & Motivation

- I. Introduction to Prospecting
- II. Questioning Skills
- III. Types of Questions
- IV. Determine Who is Ready, Willing and Able—NOW
- V. Probe for Motivation
- VI. Setting up your personal web site
- VII. MLS Tracker and e-marketing

Module 2: Telephone & Referral Prospecting

- I. Purpose
- II. Opening the Call
- III. Qualify, Don't Sell
- IV. Ask for Appointment, Name
- V. Develop a Referral Business
- VI. Ask for a Referral
- VII. Dealing with the "Do Not Call List"
- VIII. Using Realty Eyes as a prospecting tool

Module 3: Open Houses

- I. Why Hold Open Houses?
- II. Creating Traffic
- III. Preparation
- IV. Greeting/Rapport
- V. Probe for Discontent
- VI. Ask for an Appointment
- VII. Follow Up
- VIII. Working New Construction
- IX. Agency Disclosures

Module 4: For Sale By Owners

- I. Understanding FSBOs
- II. Making Contact
- III. Seller Qualifying Questions
- IV. Get in the Home
- V. Seller Counseling, Ask for Listing Presentation
- VI. FSBO Listing Presentation
- VII. Special FSBO Contracts & Exclusive Agency

Module 5: Expired Listings

- I. Understanding Expired Listings
- II. Expired Listings: Phone Technique
- III. Questions to Ask at First Meeting
- IV. Do Not Call Rules and Procedures

Module 6: Seller Counseling

- I. Preparation for Listing
- II. Build Rapport, Establish Positive First Impressions
- III. Establish Trust
- IV. Determine Motivation
- V. Property Condition Disclosures
- VI. Lead base paint addendum
- VII. Personal Interest Disclose
- VIII. The Realty Association Disclaimer Notice
- IX. Estimating Seller's Net

Module 7: The Listing Presentation, Closing the Seller

- I. Opening the Presentation
- II. Create Acceptance
- III. Present Your Marketing Plan
- IV. Close for the Listing
- V. Servicing and Marketing
- VI. The Realty Association Listing Agreements
- VII. Seller Disclosures

Module 8: Managing Resistance and Objections

- I. Three Categories of Resistance
- II. Six Steps to Objections
- III. Buyer Objections
- IV. Listing Objections
- V. Commission Objections
- VI. Relative (Comparative) Objection: You vs. Them

Module 9: Pricing Presentation

- I. Problems of Overpricing
- II. Separate Listing from Pricing
- III. Establish Value, Present the CMA
- IV. Respond to Objections
- V. Realtracs and Realty Eyes CMA tips

Module 10: Buyer Counseling

- I. The First Meeting
- II. Counseling the Buyers
- III. Motivation
- IV. Financial Qualifying
- V. Prepare the Buyer; Train Your Buyers to Buy
- VI. Fast Markets
- VII. The Realty Assn Exclusive Buyer Agency Agreement
- VIII. The Non-Exclusive Buyer Agency Agreement
- IX. The Preferred Buyer Presentation

Module 11: Showing Homes, Closing the Buyer

- I. Sequence Your Showings
- II. Avoid "Sticker Shock"
- III. Showing Guidelines
- IV. Pay Attention to Feedback Reference Points
- V. Trial Close
- VI. Writing the Purchase Agreement
- VII. Handling Other Types of Offers

Module 12: Presenting & Negotiating Offers

- I. Myths and Stereotypes
- II. Negotiation Strategies
- III. Prepare to Negotiate
- IV. Set the Stage
- V. Present the Buyers
- VI. Present the Agreement
- VII. Multiple Offers
- VIII. Co-op Offer
- IX. Counteroffers
- X. Masterminding with other agents