

CLOSE MORE BUYERS IN LESS TIME

CRS 202



Effective Buyer Sales Strategies



Council of Residential Specialists

The Proven Path To Success

**Thursday, February 18 and
Friday, February 19**

Day 1 Registration 8:00 am

Class 8:30 am – 5:00 pm

Day 2 class 8:30 am – 5:00 pm

Lunch Included

Presented by and held at

Fresno Association of REALTORS®

6720 N. West Avenue

Fresno, CA 93711

jill@fresnorealtors.com

559-490-6400

www.fresnorealtors.com

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. To win over prospective buyers, you should identify their interests and offer them strategies that make their purchases quick and efficient. This course will teach you how to work with today's new buyer through counseling, salesmanship and negotiation—skills that enable you to earn customers for life.

Upon the successful completion of this course, you will be able to:

- Implement specific prospecting systems to attract buyers
- Communicate effectively with buyer prospects
- Prepare, plan and conduct an effective buyer interview
- Develop successful selling strategies and techniques for the different categories of buyers, including the local and out-of-town buyer (to include showing)
- Ask closing questions and respond to objections
- Demonstrate effective negotiating techniques
- Build a continuing/ongoing base of referral business by using effective customer service techniques

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.



Rich Sands

Broker Associate

CRS Since 2005

There isn't a time when Rich Sands doesn't remember being in the teaching business. For 15 years, he taught high school students and then spent another 16 years in the real estate business educating clients about buying and selling homes. For nine of those years, he was the Director of Education for Coldwell Banker Residential Brokerage in Colorado. As a CRS and GRI instructor, Sands has helped hundreds of real estate professionals prepare for the challenges of a fast-moving, rapidly-changing business environment.

ABOUT CRS The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.



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For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit www.crs.com.

Contact the Fresno Association of REALTORS® to register for
EFFECTIVE BUYER SALES STRATEGIES today at 559-490-6400

REGISTRATION FORM

CRS 202



**Effective Buyer
Sales Strategies**



WHERE: Fresno Association of REALTORS®
6720 N. West Ave
Fresno, CA 93711

WHEN: Thursday, February 18 and Friday, February 19
Day 1 Registration 8 a.m. Class 8:30 a.m. to 5 p.m.
Day 2 Class 8:30 a.m. to 5 p.m.

Please Print

Name _____ MLS ID _____

NRDS # _____ License # _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

TO PAY WITH CREDIT CARD

Account Number _____ Exp _____ / _____

CVC Code (3 digits on back of card, right side) _____ Am Ex (4 numbers on front) _____

Name on Card _____ Phone _____

Address _____ City _____ State _____ Zip _____

REGISTRATION FEE:

REALTOR® Members (FAR)	On or Before January 26	January 27 or later	Walk In
	\$325	\$350	\$375
Non – Members	On or before January 26	January 27 or later	Walk In
	\$350	\$375	\$400

HOW TO REGISTER:

1. Email completed form to jill@fresnorealtors.com
2. Mail to: Fresno Association of REALTORS®
6720 N. West Avenue Fresno, CA 93711
3. Or Fax to 559-490-6464

Please call 559-490-6400 with any questions.



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courses or obtaining the CRS Designation,
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estate professionals, visit www.crs.com.