

RENE CERTIFICATION & CURRICULUM

Wednesday, June 28 & Thursday, June 29 at the Fresno Association of REALTORS®

RENE Real Estate NEGOTIATION EXPERT

The RENE curriculum is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win. The course includes interactive experiences and power plays to help negotiators elevate their game.

The FIRST and ONLY negotiating certification recognized by the National Association of REALTORS®

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and competing objectives of the parties. This course provides the tips and tools professionals need to master so they can effectively advocate for their clients.

- When and how to negotiate
- Craft a plan/strategy for any negotiation
- Recognize patterns and tactics being utilized
- Adjust communication style to achieve optimum results with any party in the transaction
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through email and other media

The course examines all types of negotiation formats and methods as well as a full spectrum of tips, tools, techniques and advantages to ensure effective results for clients.

2-DAY COURSE \$249 ► ELECTIVE FOR ABR, CRB, & SRS

HOW TO EARN THE RENE CERTIFICATION



RENE Certification

1. Complete the 2-day RENE Certification Course
2. Submit the Application with one-time \$159 credentialing fee. There are no recurring dues or membership
3. Maintain active membership with the National Association of REALTORS®. (Exception: international designees do not have to be members of NAR)

NO RECURRING DUES OR MEMBERSHIP!