

ELEVATE YOUR GAME

Skills. Techniques. Tools.

RENE
Real Estate
NEGOTIATION EXPERT

2-Day Certification Course
ABR, CRB, & SRS Elective
With National Instructor Tamara Suminski

Noting the importance of negotiation in a real estate transaction, the National Association of REALTORS® has developed its first and only negotiating certification recognized by NAR: “Real Estate Negotiation Expert (RENE).” RENE is conferred by the Real Estate Business Institute (REBI). The course will be presented over two days, June 28 & 29, 2017 at the Fresno Association of REALTORS® at 6720 N. West Avenue.

This new 2-day course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today’s negotiators can play the game to win. A full spectrum of tips, techniques, and advantages will be provided so that negotiators can provide effective results for their client.

The second day of the course focuses on real-world scenarios to help negotiators apply the power tools, techniques, and tactics learned on the first day.

Understanding the tactics and techniques is one thing, but learning how to recognize them being done and using them effectively requires practice. These field scenarios provide the foundational experience and practice negotiators need to master so they can effectively advocate for their clients.

The Power Negotiator’s Playbook is:

- In preparation
- Being open to options
- Knowing how to effectively work with trade offs
- Knowing how to compromise without giving essential components away
- And reaching a resolution that your client can find acceptable

You will soon realize that the “win-win” objective is merely a perception. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

This new credential is a certification, which means no membership or recurring dues. The Real Estate Business Institute (REBI), an affiliate of the National Association of REALTORS®, confers the certification upon completion of the course requirements and remittance of a one-time \$159 credentialing fee.

How to Earn:

- Be a member in good standing with the National Association of REALTORS®
- Complete the 2-day course (Day 1—“The Power Negotiator’s Playbook” and Day 2—“Advanced Field Negotiations”)
- Submit the application with non-refundable \$159 one-time credentialing fee (there are no recurring annual dues or membership). Please do not submit the application and fee until all required coursework is completed.

Note: Due to the nature of the group exercises and role playing, online versions of these courses are not practical.

BONUS! The ABR, CRB and SRS designations recognize RENE as an approved elective.

Earn your RENE today and add some power plays to your arsenal and learn new skills, techniques, and tips to elevate your game!