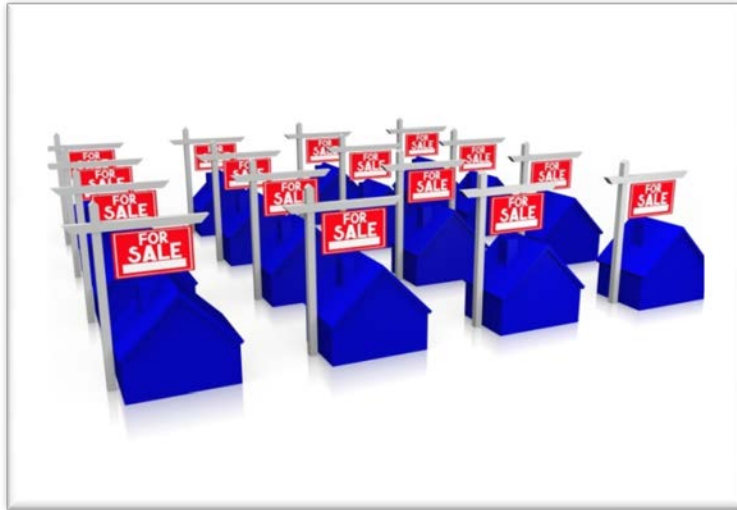




CRS 201: Listing Strategies for the Residential Specialist



Sept. 21 & 22, 2017

Registration: 7:30 am - 8:30 am

Class: 8:30 am - 5:00 pm

Sponsored by:

**Hernando County Association of
REALTORS® and Florida CRS**

Location:

**7321 Sunshine Grove Rd.
Brooksville, FL 34613**

Questions:

352-799-1971

linda@hernandorealtors.com

Listing presentations are critical to winning new business, especially during a period of low inventory. 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, pricing a home to sell, closing the transaction and marketing and promoting effectively. Students will go through an actual listing presentation that will help them understand the key steps in the process and create a system for success.

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

- Utilize more effective pricing and marketing strategies!
- Apply a new vocabulary to become partners with the homeowner in the marketing process!
- Avoid death by market data/CMA!
- Utilize effective strategies to sell home for more money in less time!
- Embrace your new role as a marketing realtor, not a listing agent!
- Apply new scripts and dialogues that will enable you to land every listing!

CRS/HCAR members \$179 – Non-members \$199

(No refunds after 9/15)

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

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



Gee Dunsten has been a senior instructor for the Council of Residential Specialist for over 25 years and served as their 2001 president. Gee is currently an Associate Broker with Long & Foster in Ocean City and Salisbury, MD and has helped more than 3000 families achieve the American Dream of homeownership.