

Business Planning and Prospecting (2 Days - 14 WA Clock Hours)

Course Description: Brokers will learn John L. Scott Tools and Programs with an emphasis on building an Ultimate Client Relationship® Database. Brokers will begin their business planning with focus on specific activities and accountability systems needed for business development activities.

Topics Include:

- John L. Scott Tools for Success
- Creating an Ultimate Client Relationship® Database
- Tips for meeting and greeting and creating first impressions
- Statistics you must know
- Business Development Activities to drive your business
- Seller Listing Launch®
- Open house safety
- Creating a business plan, setting goals, and tracking
- Developing a Mission Statement

Working with Buyers (2 Days - 14 WA Clock Hours)

Course Description: Brokers will learn how to work effectively with buyer clients including how to find buyers, the buyer consultation, buyer tours, and preparing the buyer to write an offer.

Topics Include:

- Understanding the Law of Agency
- Understanding and presenting the Buyer's Agency Agreement
- Understanding today's buyers' tendencies
- Developing buyer relationships
- Consulting with buyers and clarifying buyer's wants and needs
- Understanding financing
- Policies and procedures for showing properties
- Understanding of responsibilities of handling Earnest Money
- Understanding of Affiliated Business Relationships and broker responsibilities
- FIRPTA

Working with Sellers (2 Days - 14 WA Clock Hours)

Course Description: Brokers will learn how to work effectively with seller clients including how to find sellers, the seller presentation, creating a comparative market analysis, preparing the listing to go live, and how to market the listing.

Topics Include:

- Understanding the Listing Process (One-Step vs Two-Step Process)
- Steps for Working with Sellers
- Creating a Pre-Listing Packet
- Creating a Comparative Market Analysis (CMA)
- Creating a Seller Value Proposition
- The Listing Appointment using *Selling Your Home - Marketing & Pricing Strategies*
- Common Seller Objections
- Understanding the Process from 'Listing to Getting an Offer'
- Marketing your listing for maximum exposure

Purchase and Sale Agreements (2 Days - 14 WA Clock Hours)

Course Description: Brokers will learn how to write a Purchase and Sale Agreements with an in-depth understanding of the most commonly used addenda.

Topics Include:

- Specific Terms Page of the Purchase and Sale Agreement
- General Terms of the Purchase and Sale Agreement
- Financing Addenda
- Home Inspection Contingency and Inspection Response
- Optional Clauses
- Lead-Based Paint Disclosure
- Title Contingency
- Feasibility Contingency
- Counter Offers
- Back-Up Offers
- Affiliated Business Disclosures
- Inspector Referral Disclosure
- Other commonly used Addenda