

30 Power Tools cont'd

7 BUSINESS OPERATIONS

– Taking care of your business so that your business can take care of you!

- Self promotions
- Building a team
- Regards to money
- Self commit
- Buyer presentation
- Sales process
- Qualifying questions
- Buyer services
- Showings
- Buyer cost sheet



8 TIME MANAGEMENT

– Our most valuable commodity!

- Time management
- Quiz
- Time vs. money
- Time management tips
- Writing an offer
- Presenting an offer
- Focus group agenda (accountability and commitment)



Our Training Consists of:

- Weekly focus group training
- One on one mentoring with Dwayne Groome
- Weekly power tool segments
- Online Productivity Training
- Marketing Plan
- Budget/Financial Plan
- Live **8** Week **Productivity** Challenge annually

Residential & Commercial Real Estate Sales Training

Master Real Estate Trainer Dwayne Groome is an authority on the subject of increasing production. After years of top production in the Real Estate industry, Dwayne turned his success into a platform for education across North America. His career's rapid ascent is a case study in the importance of mind set and dedication to achieving results. This insight and expertise has not gone unnoticed: Dwayne is a sought after consultant, advisor, trainer and speaker all over North America and this has truly captured Dwayne's passion of Achievement. Dwayne is now Business Development Manager and Sales Trainer for RE/MAX Real Estate (Central Branch).



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Advantage TRAINING

**REMAX Real Estate
(Central Branch)**



MONTHLY SCHEDULE

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Our success rests on one word.



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Our Training Programs

1 4 AREAS AND 8 SKILLS OF TOP PRODUCING REAL ESTATE AGENTS

- 8 Keys to success
- Real estate success formula
- Generating leads
- The listing appointment process
- Objection handling steps
- Protecting your commission
- Goals and attitude tips



8 Keys to Success

3 GENERATING LEADS

– Getting the phone to ring, a solution to the no-call-list!

- Pre-listing package
- Generating leads
- Open house
- The call form
- Converting an ad call
- Protecting the address
- Bona fide buyer appointment checklist
- Advertising and marketing



4 LISTING PRESENTATION

– Walk into a listing appointment and walk out with the listing!

- Sales Psychology
- Sales Process
- Lead In to the listing appointment
- Marketing Plan
- Series of Questions
- Presentation Method
- The Seller Listing Presentation
- Net Sheet
- The Comparison Chart
- Salesmanship Ingredients



30 Power Tools

5 METHOD OF PRESENTING PRICE AND NET

– Show them how most successful sellers pick the right price!

- 2 forms price reduction
- The perfect listing
- Pricing presentation 3 methods
- Wholesale/retail technique
- Closing for the signature
- The 6 month listing
- Property (saleability) checklist
- Expired listings and the privacy act



6 OBJECTION HANDLING TECHNIQUES

– Doing something as opposed to nothing will always get you further!

- Converting the stall to an objection
- Objection handling steps
- “We want to wait to list”
- “We do not want to list for 6 months”
- “We want to look before we list”
- “We want to talk to another agent”
- “Will you reduce your commission?”
- “We want to list at a higher price”
- “We want to wait for a better offer”
- “We want to list after the holidays”

