30 Power Tools cont'd

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)

FOCUS



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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
- (8)) Week **Productivity** Challenge annually • Live

Residential & Commercial Real Estate Sales Training

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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).

(780) 488-4000 DwayneGroome@Remax.net



REMAX Real Estate (Central Branch)



REMIX[®] REAL ESTATE

10805-120 Street Edmonton, AB T5H 3P9 DwayneGroome@Remax.net

(780) 488-4000



CHECKLIST

Handling

















Our Training Programs

1 4 AREAS AND **8 SKILLS OF** TOP PRODUCING Appointments **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

2 BOOKING APPOINTMENTS

- Creating the habit!
- Lead generation
- Prospecting track
- Questions to ask a seller
- For sale by owner
- Possible costs of waiting to sell
- Fair trade items for the seller
- Bona fide seller appointment checklist

REAL ESTATE

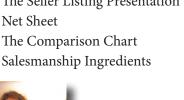
8 Keys to Success

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

LISTING PRESENTATION 4

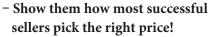
- Walk into a listing appointment and walk out with the listing!
- Sales Psychology
- Sales Process
- Lead In to the listing appointment
- Marketing Plan
- Series of Questions
- Presentation Method
- The Seller Listing Presentation
- Net Sheet
- The Comparison Chart
- Salesmanship Ingredients





30 Power Tools

METHOD OF PRESENTING PRICE AND NET



- 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

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OBJECTION HANDLING 6 **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"







#1 Name in Real Estate • NOBODY Sells More Real Estate than RE/MAX























Business Operations

8 Keys to Success

Attitude

Presentations







FAIR TRADE ITEMS





















