

CERTIFICATION / DESIGNATION

Certified Negotiation Expert

COURSES

SDAR'S KEARNY MESA SERVICE CENTER

4845 Ronson Court
San Diego, CA 92111



Instructor: GINNI FIELD

CNE, ABR, CRB, GRI, SRES, SFR

Ginni Field began her career in 1986 as a sales associate and was recruited to manage a branch in 1989. She served as president of the Greater Fairfield (CT) Association of REALTORS in 1997, and served terms as a C.A.R and NAR Director. At the national level, she has also served on NAR's Professional Development Committee.

Learn More About



See Back Side

\$279

EARLY REGISTRATION
by Sept. 12

\$299

REGISTRATION
after Sept. 12

Students who take the CNE course will receive the following:

- CE 15 Hours Consumer Protection, CalBRE Sponsor #4881
- 2 Days of Professional Negotiation Training
- Certified Negotiation Expert designation awarded at the end of Day 2
- Quarterly newsletter with advanced negotiation tips and advice
- Access to leading negotiation research to use in real estate negotiations

TWO-DAY SESSION

Thursday and Friday, September 18 & 19, 2014
8:30 am - 5:00 pm

Did you know that by not having great negotiating skills, you are not acting in the best interest of your clients, AND you could be losing thousands of dollars in commissions? More than ever, negotiating is critical in real estate. Become the expert... the *Certified Negotiation Expert*.

TOPICS COVERED

- Competitive Win-Lose Hard Bargaining vs. Collaborative Win-Win Negotiating
- The Psychology of Buying
- Persuasion Principles
- CNE Model and Planning Guide
- Case Studies
- Skill Practice/Role Play
- Group Discussion Topics

NOTE: This is not a NAR-recognized designation. To maintain designation, provider may require an annual fee or additional requirements.

ALL REGISTRATIONS TAKEN ONLINE:

GO TO: www.cvent.com/d/h4qf67

MORE INFORMATION:

Greater San Diego Association of REALTORS®
4845 Ronson Court, San Diego, CA 92111
Education@sdar.com
Fax: (858) 715-8088 | Phone: (858) 715-8040





SAVE ON CLASSES ALL YEAR LONG!

Benefit from a Flat Rate for Education

Agent Essentials

Kick-start your real estate career! This program is perfect for new and seasoned agents to sharpen their skills.

- Includes 5 agent classes (\$200 value)
- Learn the fundamentals of:
 - Business Planning & Goal Setting
 - Building a Successful Business Model
 - Real Estate Sales Techniques
 - Effective Communication
 - Escrow, Title and Lending

SDAR Members: \$150 Save \$50
Non Members: \$250 Save \$25

Continuing Education

Are you up for license renewal? Earn all of the continuing education (CE) units you need.

- Attend our Spring or Fall Extravaganza's (\$200 value)
-Earn 45 CE units in 5 days!
- Free featured monthly class (\$300 value)
- Includes 26 classes
- Earn up to 57 CE units

SDAR Members: \$250 Save \$250
Non Members: \$500 Save \$250

Risk Management Specialist

Consumers want fast, easy transactions and contracts can take time and get messy.

Protect yourself and your transactions by becoming a Risk Management Specialist.

- Includes 22 classes, such as:
 - Conquering Contracts
 - When in Doubt... Disclose, Disclose, Disclose!
 - 26 Ways to Avoid Lawsuits
- Earn up to 49 CE Units

SDAR Members: \$700 Save \$470
Non Members: \$1,000 Save \$605

Designations & Certifications

Earn any of the following designations or certifications:

- ABR- Accredited Buyer Representative
- CID- Certified Condominium Specialist
- MRP- Military Relocation Specialist
- SRES- Seniors Real Estate Specialist
- SRS- Seller Representative Specialist
- SFR- Short Sale & Foreclosure Resource
- Earn up to 52 CE units

SDAR Members: \$1,000 Save \$265
Non Members: \$1,300

☐ **Yes, sign me up for the Prepaid Professional Development Pass**

Choose Your Pass:

☐ **Agent Essentials**

☐ **Continuing Education**

☐ **Risk Management Specialist**

☐ **Designations & Certifications**

Name: _____ Member #: _____ Phone: _____

Address : _____ E-mail: _____

Payment Information: ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx ☐ Check # _____

Card#: _____ Exp: _____

Amount: _____ Signature: _____

Return to SDAR: 4845 Ronson Court, San Diego, CA 92111 • Email: Education@SDAR.com • Fax: 858 715-8090

Disclaimer: Not all classes qualify. Check with member services for class eligibility. Please note: some CE units are pending approval.