



CUTTING EDGE

Agent Essentials

TAKE ALL FIVE SESSIONS FOR A DISCOUNT. SESSIONS MAY BE TAKEN INDIVIDUALLY. MAKE YOUR CHOICES BELOW.

FIVE SESSIONS

Instructors: John Altman & Bette Curtis

QUALIFIES
FOR YOUR



AGENT ESSENTIALS was developed for new real estate agents who are ready to start their business, and also for more seasoned agents who want to sharpen their skills. You can choose to take all five days or just the sessions you need for your success.

1 GOAL SETTING AND BUSINESS PLANNING: BUILDING A BUSINESS PLAN AROUND YOUR GOALS

☐ **MONDAY, AUGUST 11**

10:00 am - 4:00 pm

- Learn the process of setting goals and connecting your goals to the process of lead generation.
- Learn the techniques of building a business plan and budgeting, and how this correlates to future business success.

2 STRATEGIC PLANNING: BUILDING A BUSINESS MODEL THAT WORKS

☐ **WEDNESDAY, AUGUST 13**

10:00 am - 4:00 pm

- Learn to create good habits and a mind-set to gain success with consistent business development and time management.
- Focus on different styles of business development, and learn what to track and how to maintain successful tracking.

3 REAL ESTATE SALES: TECHNIQUES TO ATTRACT AND ENGAGE BUYERS & SELLERS

☐ **MONDAY, AUGUST 18**

10:00 am - 4:00 pm

- Learn to walk buyers and sellers through the transaction process, including qualification, negotiation, pricing & inspection.
- Learn when to involve a Transaction Coordinator, and what to expect from them during the process.

4 EFFECTIVE COMMUNICATION: LEARN THE LANGUAGE OF REAL ESTATE SALES AND HOW TO REDUCE RISK

☐ **WEDNESDAY, AUGUST 20**

10:00 am - 4:00 pm

- Learn about closing skills, communication between all parties, when and how to say "no," and negotiation strategies.
- Learn how to write a contract properly, and the importance of disclosures and transaction management responsibilities.

5 PANEL ON ESCROW, TITLE & LENDING: WHAT EVERY AGENT NEEDS TO KNOW

☐ **FRIDAY, AUGUST 22**

1:00 pm - 4:00 pm

- A panel of industry experts will discuss the most valuable interaction between an agent and title, escrow, and lending.
- Join in a 3-hour open dialog with the panel who will arm you with information to ensure quick, easy transactions.

PRICE FOR ALL SESSIONS

\$150

SDAR MEMBERS

(15% Discount Applies for REALTOR® Plus Members)

\$250

ALL OTHERS

INDIVIDUAL SESSIONS

\$40

SDAR MEMBERS

(15% Discount Applies for REALTOR® Plus Members)

\$55

ALL OTHERS

CONTACT INFORMATION

☐ SIGN ME UP FOR THE COURSE(S) CHECKED ABOVE

NAME _____ PHONE () _____

ADDRESS _____ ☐ HOME ☐ OFFICE

CITY/STATE/ZIP _____ E-MAIL _____

PAYMENT INFORMATION

_____ \$ _____

☐ CHECK ☐ VISA ☐ M/C ☐ DISCOVER ☐ AMEX EXP. DATE _____ AMOUNT _____

SIGNATURE

By signing, you are confirming that you have read, understand, and agree with our cancellation policy below.

Cancellation Policy: Reservations for programs requiring payment will not be processed until payment is received. If you must cancel your reservation, a full refund will be issued if cancellation is received, in writing, three (3) business days prior. SDAR reserves the right to cancel or reschedule any program. If cancellation occurs, SDAR will issue a full refund. In the event of rescheduling, SDAR will send immediate notification and transfer all reservations (including payments) to the new date.

CLASS ID: 140811AE

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The Trusted Voice of San Diego Real Estate



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: _____

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