

AT DEL MAR SERVICE CENTER **CERTIFIED NEGOTIATION EXPERT**



id you know, by not having great negotiating skills, you are not acting on the best interest of your clients, AND you could lose thousands in commissions? Negotiating is critical in real estate more than ever. Become the expert...the Certified Negotiation Expert.

TOPICS COVERED

- **Professional negotiators** find out how they are different from average negotiators
- **Competitive bargaining** understanding the "tough" approach to negotiating
- **Collaborative negotiating** learn why this leads to better outcomes for both parties
- Persuading and influencing others learn proven persuasion techniques
- **Psychology of buying** the "whole brain" approach to influencing decision-making

- Planning for negotiation success having a plan gives your clients confidence in your ability
- Confidence building gain confidence in deal ing with any negotiation situation
- **Innovative business-building** expand your thinking with new client approaches
- Asking questions and getting answers ask the right questions to get the answers you need
- Immediate real estate applications learn with examples, case studies and role plays

LOCATION DEL MAR SERVICE CENTER

Instructor:

John Wenner, DREI, CNE, GRI, ABR, CRS, MRE

Thursday and Friday, March 21 and 22, 2013

Time: 8:30 a.m. – 5:00 p.m.

Check In: 15 minutes prior to start

Location:

SDAR'S DEL MAR SERVICE CENTER 2690 Via De La Valle, #D130, Del Mar, CA 92014

Price:

SDAR REALTORS*......\$249 All Others\$269

DRE Sponsor #: 4881

DRE Credit: 15 Consumer Protection

PLEASE NOTE: This is not a NAR-recognized designation. Designation is awarded at end of 2nd day for immediate marketing advantage. 300 pages of negotiation and CNE marketing materials provided at no extra charge. To maintain designation, provider may require an annual fee or additional requirements.

REGISTER ONLINE WWW.SDAR.COM

☐ Yes, sign me up for Certified Negotiation Expert Designation Course

☐ Yes I have read the Cancellation Policy, Initial

Earn 15 Consumer Protection Credits

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Return to: Greater San Diego Association of REALTORS® = 4845 Ronson Court, San Diego, CA 92111 = Phone: (858) 715-8040 = Fax: (858) 715-8090



Cancellation/Refund 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 the cancellation is received at least three (3) business days prior. SDAR reserves the right to cancel or reschedule this seminar if needed. 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. DRE Credit: Identification is required to receive credit. Type of identification accepted: Current CA Driver's license, CVC 13000 ID, other ID less than 5 years old including photo, description, signature and identification number. To receive DRE credit for this course, you must pass the exam with a minimum of 70 % correct. A minimum of 90% attendance is required to receive credit.