

## AGENT ESSENTIALS



## Location:

**SDAR'S KEARNY MESA SERVICE CENTER**  
4845 Ronson Court, San Diego, CA 92111

## Instructor:

**GINNI FIELD**, ABR, CRB, GRI, CHS, SFR, SRES, CNE

REGISTER: [www.SDAR.com/education](http://www.SDAR.com/education)

## Also...

Be sure to see the back side of this form for...



PREPAID  
**Professional Development PASS**

## FIVE SESSIONS

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

**AGENT ESSENTIALS** was developed for new real estate agents who are ready to start their business, and 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.

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

☐ **MONDAY, DECEMBER 9 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.

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

☐ **TUESDAY, DECEMBER 17 9:00 am - 3:00 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.

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

☐ **THURSDAY, DECEMBER 19 1:00 pm - 4:00 pm**

**STRATEGIC PLANNING:  
BUILDING A BUSINESS MODEL THAT WORKS**

☐ **MONDAY, DECEMBER 16 9:00 am - 3:00 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.

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

☐ **WEDNESDAY, DECEMBER 18 9:00 am - 3:00 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.

- 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

**\$250**

ALL OTHERS

(15% Discount Applies for REALTOR® Plus Members)

## INDIVIDUAL SESSIONS

**\$40**

SDAR MEMBERS

**\$55**

ALL OTHERS

(15% Discount Applies for REALTOR® Plus Members)

## CONTACT INFORMATION

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

NAME

PHONE ( )

ADDRESS

☐ HOME  
☐ OFFICE

CITY/STATE/ZIP

E-MAIL

MEMBER #



## PAYMENT INFORMATION


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☐ 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 (at right)

## RETURN TO:

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

**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.