

PENNSYLVANIA
REALTORS®

PRI
INSTITUTE

P R E S E N T S

Wednesday - Thursday | November 18-19, 2009 | 8:30 a.m. to 5:00 p.m.

**Penn Stater Conference
Center**

**Penn State Research Park
State College, PA 16801
814.863.5000**

Tuition

\$299 Before Date of Course
\$349 Walk-Ins
* Includes lunch

Approved for 14 hours of
real estate CE by PA Real
Estate Commission; 1 broker
credit; GRI required course;
CRS core course

*Does NOT satisfy the 14
hours of mandatory CE
required by those licensed
after 12/1/07

CRS 201/GRI 401: Listing Strategies for the Residential Specialist

PRESENTED BY ZAN MONROE, CRS, CRB

The listing presentation can make or break a real estate transaction. Only those professionals who have learned the right skills will win over the client and ultimately get the listing. This course provides the necessary skills to conduct an effective listing presentation and increase your personal listing conversion rate. Walk through an actual listing presentation to understand the key steps of this process. CRS instructors are proven professionals who have taught students throughout the world. This course will prepare you to:

- Design the visuals used in listing presentations
- Devise methods of initial seller contact and rapport building
- Counsel sellers to determine needs and motivation
- Present the features and benefits of the company to sellers in a listing presentation
- Close for a seller decision and process objections
- Present information in a manner to persuade sellers to price the listing closer to market value
- Service and market the listing.

This session is offered by the PA REALTORS® Institute. PRI is an Equal Opportunity Provider of Education. Please note there is a \$20 charge for returned checks and for cancellations. Refunds will be made provided notice of cancellation is received at least 4 calendar days prior to event.

800.745.5527

4501 Chambers Hill Road, Harrisburg, PA 17111

Enrollment Agreement (Please print):

November 18-19, 2009

CRS 201 / GRI 401: Listing Strategies
Penn State Conference Center; State College, PA

\$299.00

NAME _____ NICKNAME FOR BADGE _____

FIRM NAME _____

FIRM ADDRESS _____ CITY _____ STATE _____ ZIP _____

FIRM PHONE _____ FIRM FAX _____

E-MAIL ADDRESS _____

BOARD/ASSOCIATION _____ REAL ESTATE LICENSE NUMBER(S) _____

ADVANCED REGISTRATION DEADLINE: November 4, 2009

Sign me up! Below are my choices:

- ✓ CALL 800.745.5527 —credit card ✓ FAX 717.561.8796 — credit card
✓ PAR Online at www.parealtor.org ✓ MAIL

Credit Card (Check one): Visa MasterCard
 American Express Discover

CARD NUMBER _____ EXPIRATION DATE _____

CARD HOLDER NAME (Please Print) _____ SIGNATURE _____

Check here if you require special assistance and attach a
written description of your needs.

By registering for this PRI class, I accept tuition, services and refund policies as stated on this flyer. The PA REALTORS® Institute is owned and operated by the Pennsylvania Association of REALTORS®. PRI reserves the right to cancel classes due to insufficient registrations or inclement weather. Complaints may be registered with the State Real Estate Commission at 800.822.2113