

Mastering the Real Estate Game!  
Strategies for A Successful Real Estate Career  
Continuing Education Series

Part One - The Entrepreneurial Mindset for Today's Market- **March 16<sup>th</sup> 6:00 - 9pm.**

**Tuition \$30 WGBOR member – \$35 Non-member**

- Characteristics of the Successful Agent
- Generalist verses Specialist
- Identifying Your Market
- Meeting the Challenges of Today's Market

Part Two – Agency...You Decide! After all... It's What We Do!! – **March 17<sup>th</sup>, 6-9:00 pm - \$30 WGBOR member – \$35 Non-member**

- Making Agency Work for You!
- The Importance Committed Clients
- Disclosure...it's the Law

Part Three – Where Do You Shop? It's About Inventory! (Seller Agency) **March 18<sup>th</sup>, 6-9:00 pm - \$30 WGBOR member – \$35 Non-member**

- Understanding the Listing Process
- Markets for Salable Listings
- Managing Your Income with Saleable Listings

Part Four – In Pursuit of the Saleable Listing! (Demonstrating Your Value) **March 20<sup>th</sup>, 9-12 noon - \$30 WGBOR member – \$35 Non-member**

- Demonstration verses Presentation
- Preparing for the Listing Appointment
- The Seller Counseling Session
- The Two Step...It's not a Dance!
- Pricing Effectively

Part Five – Without Buyers...There Are No Closings! (Buyer Agency) **March 20<sup>th</sup>, 12noon-4:00 pm - \$30 WGBOR member – \$35 Non-member**

- Understanding the Needs of Today's Buyer
- Markets for Finding Qualified Buyers
- Identifying Your Level of Buyer Services

Part Six – Committed Buyers Equals Commission Checks! (Finding an Representing Committed Buyers) **March 23<sup>rd</sup>, 6-9:00 pm - \$30 WGBOR member – \$35 Non-member**

- Comparing and Contrasting “Dating verses Engagement”
- The Buyer Counseling Session
- Demonstrating the Value of Your Buyer Agency Services
- Managing and Positioning the Buyer's Offer

Part Seven –Short Sales and Foreclosures – Unique Opportunities! **March 27<sup>th</sup>, 9am-12noon - \$30 WGBOR member – \$35 Non-member**

- Options for Distressed Homeowners
- Understanding the Components of a Short Sale Package
- Foreclosure and It's Ramifications

- Financial Benefits Requires Patience and Hard Work!

Part Eight –2010 GAR Contracts - What You Don't Know May Be Costly! **March 27th,**  
**1-4:00 pm - \$30 WGBOR member – \$35 Non-member**

- Let's Get Paid! - Writing Enforceable Contracts
- Writing Special Stipulations...Could it Result in Arrest!!
- Proper Use and Management of Exhibits
- The Counter-Offer Form – Friend or Foe?
- When all Else Fails – Termination and Release Process