

CREATE LISTING PRESENTATIONS THAT DELIVER



Council of Residential Specialists
The Proven Path To Success

CRS 201



Listing Strategies for the Residential Specialist

Thursday, October 1 and
Friday, October 2

Day 1 Registration 8 am

Class 8:30 am – 5:00 pm

Day 2 class 8:30 am – 5:00 pm

Lunch Included

Presented by and held at

Fresno Association of REALTORS®

6720 N. West Avenue

Fresno, CA 93711

jill@fresnorealtors.com

559-490-6400

www.fresnorealtors.com

Listing presentations are critical to winning new business. Only those professionals who learn proven listing strategies will earn the trust of new clients and increase their conversion rates. This course covers important skills for conducting effective listing presentations, gaining the trust of potential clients and closing the deal!

Upon the successful completion of this course, you will be able to:

- Understand sellers' needs and motivations to provide effective guidance and counseling
- Conduct an effective listing presentation
- Handle seller resistance, concerns, complaints and objections to close effectively
- Communicate effectively and consistently with sellers to provide the best service possible
- Utilize a marketing plan and adapt marketing principles to your listings

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.

Contact The Fresno Association of REALTOR®
to register for LISTING STRATEGIES
today at 559-490-6400

CRS Certified Instructor

Robert Morris

CRS since 1994



Robert Morris entered the real estate field in 1985 and has been actively involved in real estate sales and training since that time. He is currently a selling broker with Bob Parks Realty, LLC, located in Smyrna, Tennessee. Robert is an international speaker, trainer and consultant who holds 11 professional designations/certifications. He has also been certified by the Instructor's Training Institute (ITI). He has conducted seminars, training workshops and leadership conferences for countless numbers of Realtors®, boards, conventions and associations.

Robert is a Certified Instructor for the Council of Residential Specialist (CRS) of the National Association of Realtors®, and serves on several committees. Robert is also a Course Facilitator/ Instructor for REBAC and WCR. He is an active member in several national real estate organizations.

ABOUT CRS The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.



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For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit www.crs.com.

REGISTRATION FORM

CRS 201



Listing Strategies for the Residential Specialist



WHERE: Fresno Association of REALTORS®
6720 N. West Ave
Fresno, CA 93711

WHEN: Thursday, October 1 and Friday, October 2
Day 1 Registration 8 a.m. Class 8:30 a.m. to 5 p.m.
Day 2 Class 8:30 a.m. to 5 p.m.

Please Print

Name _____ MLS ID _____
NRDS # _____ License # _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

TO PAY WITH CREDIT CARD

Account Number _____ Exp _____ / _____
CVC Code (3 digits on back of card, right side) _____ Am Ex (4 numbers on front) _____
Name on Card _____ Phone _____
Address _____ City _____ State _____ Zip _____

REGISTRATION FEE:

There is a Scholarship available for this CRS course. FAR members can go to FARAF.org for more information and to apply. Deadline is 9-14-2015

REALTOR® Members (FAR)	On or Before September 9	September 10 or later	Walk In
	\$325	\$350	\$375
Non – Members	On or before September 9	September 10 or later	Walk In
	\$350	\$375	\$400

HOW TO REGISTER:

1. Email completed form to jill@fresnorealtors.com
2. Mail to: Fresno Association of REALTORS®
6720 N. West Avenue Fresno, CA 93711
3. Or Fax to 559-490-6464

Please call 559-490-6400 with any questions.



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