



Foundations In Real Estate

Everything you need to set your career on fire

Offered by the Berkshire County Board of REALTORS, Inc.

**We are excited to offer a 3-day
Foundations in Real Estate (F. I. R. E.) course.**

January 15, January 22, January 29, 2015

9 a.m. - 4 p.m.

Board Office Conference Center
99 West Street, 2nd Floor (TD Bank Building)
Pittsfield, MA 01201

This is an excellent program for new members looking to build their business on a solid foundation. It can also be a great refresher for seasoned agents looking to restart their engine.

Instructor Fred Southwell.

\$30 per full day class, includes lunch and materials. If registered, you commit to pay and attend all 3 days to reserve your seat. You can pay for all courses in advance or on the day of the event. A certificate of completion and class picture will be provided on day 3.



Course Agenda

- ✓ Business Planning
- ✓ Identifying Sources of Business
- ✓ The Buyer Consultation
- ✓ The Listing Presentation
- ✓ Servicing the Listing
- ✓ Preparing for Open Houses
- ✓ Negotiating "Win Win" Outcomes
- ✓ Managing the Transaction
- ✓ Diversity in the Marketplace
- ✓ Professional Courtesy
- ✓ Association Membership
- ✓ Future Education Opportunities
- ✓ Follow up Activity Planner

Getting Ready to Do Business

- Establishing Goals
- Time Management
- Accounting and Tax Considerations
- Massachusetts Agency Law and Practices
- Learning Styles and Effective Communication

Identifying Sources of Business

- Prospecting
- Sphere of Influence
- Geographic Farming
- Target Farming
- FSBO's
- Expired
- Advertising
- Warm Calling
- Open Houses
- Office Duty
- Social Networking

The Buyer Consultation

- Creating Your Buyer Presentation
- Agency Disclosure
- Assessing the Consumer's Expectations
- Assessing the Consumer's Needs
- The Buyer Representation Agreement
- The Buying Process
- Financing the Transaction
- Selecting and Showing Property
- Property Research
- Completing a CMA
- The Purchase Offer
- Presenting the Offer

The Listing Presentation

- Creating Your Listing Presentation
- Setting Appointments
- Preliminary Visit
- Property Research
- Elements of a Competitive Market Analysis
- Pricing
- Overcoming Objections
- The Property Disclosure Form
- The Selling Process
- The Listing Agreement

Servicing the Listing

- Data Input Forms
- Managing Showings
- Ad Writing



Servicing the Listing, continued

- Creating a Marketing Plan
- Broker Open Houses
- Public Open Houses
- Providing Feedback
- Preparing for Open Houses

Negotiating "Win-Win" Outcomes

Managing the Transaction

- Tracking of Contingency Dates
- Inspections
- Re-negotiating
- Pre closing Activities
- The Closing
- Post Closing

Client Follow-up

- Building a referral base
- Asking for business
- Contact Management

Diversity in the Marketplace

Professional Courtesy

The Code of Ethics

Association Membership

- National Association of Realtors®
- Massachusetts Association of Realtors®
- Berkshire County Board of Realtors®
- Benefits
- Obligations
- Opportunities

Future Education

- Continuing Education
- Designations