



Grow your business by strengthening the value you bring to the buyer!

This two-day ABR course provides an in-depth look into building your business by managing the process from the buyer counseling session through the close of escrow. Learn how to explain your value/worth to your clients and customers, effectively set expectations with the buyer client, waste less time and effectively use the buyer counseling session to gain commitment and loyalty.

2 DAY CLASS FOCUS:

- Gain control of the process by setting expectations upfront.
- Identify unmotivated, unqualified and other problem buyers through the buyer counseling session.
- Turn difficult discussions into opportunities to add value.
- Show how the READE form serves the buyer's interests.
- Increase your negotiating skills to help the buyer get the house and terms they want.
- Avoid ethical and legal pitfalls by implementing best practices.

You will leave this class knowing how to articulate your value, increase your service level and gain buyer loyalty.

August 8 - 9, 2023

8:30am - 4:30pm (both days)

Registration begins at 8:00am

LOCATION:

Little America Hotel
2515 E. Butler
Flagstaff, AZ 86004

C/E: 9 Agency / 3 Disclosure

PRICE:

NAAR Members: \$50 (thru 8/1)
\$65 (after 8/1)

Non-NAAR Members: \$109(thru 8/1)
\$124 (after 8/1)

REGISTER: [https://
www.nazrealtor.com/
calendar](https://www.nazrealtor.com/calendar)



**INSTRUCTOR:
EVAN FUCHS**

Evan is an active practitioner with over 20+ years of experience who shares real world solutions that you can put into your real estate practice.



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