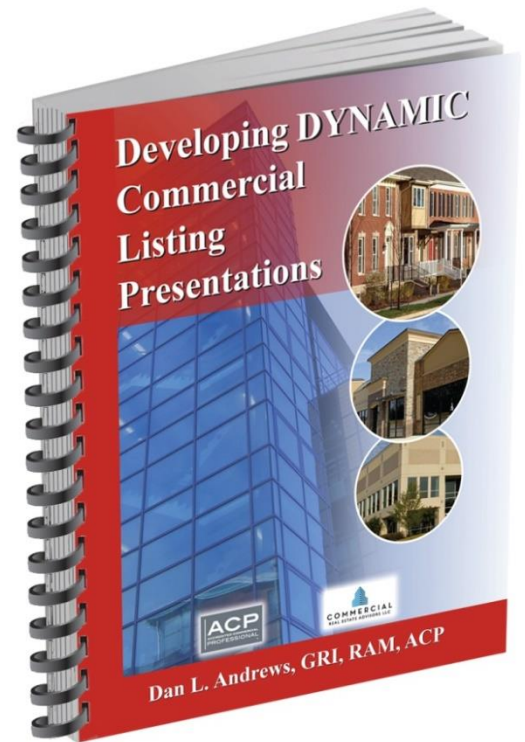


Developing DYNAMIC Commercial Listing Presentations



COURSE TITLE: Developing DYNAMIC Commercial Listing Presentations

PRESENTATION TIME: 90 minutes

COURSE INCLUDES:

- Professionally produced Resource and Reference Guide
- Professionally produced PP slide presentation
- High interaction/Q&A with experienced instructor
- Fast moving, high energy presentation style
- Real-life CASE STUDIES

COURSE OUTLINE

SECTION 1: Servicing the Seller

Basic Seller Services

The Age of Change is Here!

How to Thrive in Turbulent Times

Summary of Servicing Your Sellers

SECTION 2: The Listing Presentation

The Listing Sequence

STEP 1: Send an Information Packet

STEP 2: Interview the Client and Get the Facts

STEP 3: Conduct the Listing Presentation

Summary of the Listing Presentation

SECTION 3: The Marketing Plan

Create a Commercial Marketing Plan

Create a Personal Services Action Plan

Create a Company Profile

SECTION 4: Handling Objections

Handling Objections

Handling Price Objections

ABOUT YOUR INSTRUCTOR



Dan Andrews, GRI, RAM, ACP is President of Commercial Real Estate Advisors, LLC and is certified by the Florida, Georgia, Michigan and Indiana and Real Estate Commissions to instruct commercial real estate courses for CE credits. He is an approved Signature Series Speaker for the National Association of Realtors® (NAR). Andrews developed and authored the publication called *Guide to Leasing Commercial Property*. He is the author and instructor of the RE/MAX Accredited Commercial Professional™ (ACP) training program, *How to Successfully List and Sell Commercial Real Estate* and published. Awarded a Bachelor of Science degree from Virginia Tech, Andrews is a former adjunct faculty member and past director of the University of Michigan Extension Service Real Estate Education Program. With over 25 years of diversified real estate and management experience, he has leased, listed and sold millions of dollars in real estate.