



# SHARPEN YOUR SKILLS.

*Committed to Exceeding the Expectations of Today's Seller.*



The Accredited Seller Representative® Designation (ASR®) program provides practical applications, direction and guidance in dealing with today's changing and increasingly more knowledgeable Home Seller.

### Module I - Meeting the Expectations of Today's Seller

- The Old vs. the New Model
- Agency – Today's Principle & Practice
- Capturing Your Focus

### Module II – Characteristics of the Market Area Specialist

- The Case for Specialization vs. General Practice
- Effective Communication
- Marketing Techniques of the Market Area Specialist

### Module III – The Pursuit of the Saleable Listing

- Pre-listing
- The Listing Presentation
- Documentation

### Module IV – The Process for Turning "For Sale" into "Sold"

- Effective Positioning of the Seller's Position
- Negotiating and Inspection Process
- Managing the Transaction



**LEAD INSTRUCTOR:** Matthew Rathbun

ABR, ABRM, ASR, AHWD, CSP, e-PRO, GRI, SRES

**CREDITS:** 10 Hours CE/PL

**DATE:** July 24, 2008 & July 25, 2008

**TIME:** 9 a.m. - 5 p.m.

**LOCATION:** FAAR Office, 2nd Floor Classroom

7101 Carl D. Silver Parkway

Fredericksburg, VA 22401

**Registration is Required.**

Fees:  Members \$275.00 /  Non-Members \$285.00

Fax completed registration form to (540) 736-0301 or register online at [www.faarmembers.com](http://www.faarmembers.com).

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

VISA  MasterCard **Exp. Date:** \_\_\_\_\_

**Credit Card #:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

*Note: If you require ADA assistance for the classroom, please call 540-373-7711 at time of registration.*

