

NUTS & BOLTS

Optional Break-Out Sessions

- What's changing within the industry and what to do about it.
- "Marketing in America"- How to push the envelope.
- The FAR Sales Contract vs. using the "AS IS" contract.
- Keeping control of your clients, by keeping control of the transaction.
- Spinning your wheels, which technologies work and which don't help your bottom-line.
- One-stop-shopping, what's it mean and how can you make it work for you.
- Why sellers list with other Real Estate Agents.
- What gets you in the door for a listing presentation?
- What works at the listing table other than giving away your commissions?
- Who's making all the commissions and why?
- What Sellers really think and really want....but rarely say.
- "Dress for success", Say's who and why.
- With a 400,000 + population, which segment is your niche market
- Referrals and follow-up...*The Penny Theory*.

Bob Cannata

