



North San Diego County Association of REALTORS®

Residential and Commercial Division Presents



CERTIFIED NEGOTIATION EXPERT (CNE)*



Professional Negotiation & Business Building Seminar



"The positive intensity of the program was both enjoyable & unbelievable even after selling real estate for 54 years. Friday was like a letdown after you left."

- You are the best. Easton Smith, Licensed Broker, Industrial, Commercial, Corporate, Brokerage

"The real estate negotiation process is complex, and I believe that agents are not fully representing their clients until they become a certified negotiation expert."

-Sincerely, Lee Avery

Commercial and Residential Strategies that will change your confidence and career!

- **Professional Negotiators** - What they do differently vs. average
- **Competitive Bargaining** - Understand the "tough" approach to negotiating, when to use it
- **Collaborative Negotiating** - Why this "win-win" approach leads to better outcomes for both parties
- **Persuading and Influencing-** Become a more effective negotiator
- **Psychology of Buying** - As well as the seller's decision making process
- **Planning for Negotiation Success** - Give your clients confidence in your ability
- **Confidence Building** - Any negotiation situation - in real estate or outside real estate
- **Innovative Business-Building Approaches** - Expand your thinking and value offerings
- **Getting Answers** - Learn how to ask the *right* questions
- **Immediate Real Estate Application** - Case studies, and role plays are real estate negotiation situations

Instructor: John Wenner (Co-Founder of Real Estate Negotiation Institute & owner of Career Expansion): *With 25 years as a professional negotiator and training from Jim Thomas the top choice of U.S. Presidents and their staffs for negotiating coaching and advice; Distinguished Real Estate Instructor (DREI- only 84 in the world); Former Managing Broker of over 600 agents & 8 offices; 15.5 years Real Estate experience.*

*This professional designation is not affiliated with or endorsed by the National Association of REALTORS®

DATE

Monday, April 26 and Tuesday, April 27, 2010

TIME

8:30 am—5:00 pm
(Check in : 8:00 am)

LOCATION

NSDCAR
906 Sycamore Ave. Vista, CA
(760) 734-3971

FEE

\$159 NSDCAR residential and NSDCAR commercial members

\$189 non-member agents: Register by April 19

**After April 19:
\$169 NSDCAR members
\$199 non-member agents**

CREDIT

15 CP Hours DRE Credits
This course is approved for continuing education credit by the California Department of Real Estate. However, this approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, authors or lecturers. You must attend 90% of the class, achieve a passing score of 70% or higher on exam & have proof of identification to qualify for DRE credits. Sponsor# 4881

Your paid reservation reserves your seat. To Register Fax to (760) 734-3976 or mail to NSDCAR, 906 Sycamore Ave, Ste 104, Vista, CA 92081 or register online www.nsdcar.com under education

Name _____ NSDCAR Member # _____

Company _____ Phone _____

Email _____

Fee due\$ _____ Check Payable to NSDCAR Credit card (Visa, M/C, AMEX and Discover accepted)

_____ Exp _____ Signature _____

As a matter of policy, NSDCAR does not endorse or promote the products and services of presenters. Cancellation Policy: Refunds issued only if notification is received 3 business days prior to class. NSDCAR reserves the right to cancel or reschedule any program. Walk-ins please call ahead to confirm. Code: 1409