



North San Diego County Association of REALTORS® Presents

CRS 201: Listing Strategies

Instructor: Richard Sands, CRS

Since 2000, Mr. Sands has served as the Director of Education at Coldwell Banker Residential Brokerage in Greenwood Village, Colorado. He was instrumental in redesigning the company's new-agent training program, creating a coaching and accountability program for agents called Performance Track. As a CRS instructor, Mr. Sands motivates his students to take their businesses to the next level.

Did you know? REALTORS® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on the updated data from the 2007 NAR Member Profile and 2006 incomes, REALTORS® with at least one designation earn \$37,000 more than REALTORS® with no designations.

Location: 906 Sycamore Avenue, Vista, CA 92081

(760) 734-3971



Policy: DRE Sponsor# 1752, **16 CS 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 the final examination & have proof of identification to qualify for DRE credits (such as a current CA driver's license).

Additional designation information on reverse side →

**Wednesday, September 17
and
Thursday, September 18, 2008**

8:30am - 5:00pm (Check-in: 7:30am)

Obtain a strong competitive edge. Only those professionals who learn proven listing strategies will win over the client and increase their conversion rate. Listing Strategies provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. This course will take students through an actual listing presentation that helps them understand the key steps in this process and create a system for success.

Topic include:

- Conducting an effective listing presentation
- Seller guidance and counseling
- Pricing a home to sell
- Closing techniques
- Marketing plans and servicing systems
- Sellers' needs and motivations



www.crs.com

Early registration by 8/29/08: \$285
After 8/29/08: \$310, registration deadline 9/12/08

Your 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 # _____

Email _____ Phone _____

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 5 business days prior to class. NSDCAR reserves the right to cancel or reschedule any program. Code: 1753-CRS 201

Council of Residential Specialists: The Value of Becoming a CRS

However you define success, you can get there faster by earning the CRS Designation. CRS training gives you in-depth knowledge about business planning, making listing presentations, negotiating and closing smoother transactions, working in the buyers' and sellers' best interest and building a referral business. Once you have completed the rigorous educational and production requirements to earn the Certified Residential Specialist Designation, you have many resources at your fingertips — strong referral network of more than 45,000 CRS members; timely and timeless news and information found in the bimonthly magazine, *The Residential Specialist*; and networking opportunities locally through CRS Chapters and nationally at events such as Sell-a-brations®, the Council's annual educational conference, and National Committee Meetings held twice yearly. Why choose CRS and not other designations? Quite simply because you put the most effort into getting it and get the most value back from it. Your mind is open to new challenges, possibilities and opportunities to enhance your business. Your CRS training, mentoring and networking help you decide on the right choices for you and your business.

EARN THE CRS® DESIGNATION

THE REQUIREMENTS FOR THE CRS® DESIGNATION

There are two options to choose from. Choose the path that matches your level of experience.

Production Requirements:

75 Transaction sides within any five-year period

OR

\$25 million within any five-year period

Production Requirements:

25 Transaction sides (with no time limit)

OR

\$8 million with a minimum of 10 transactions within any two-year period

WITH

Education Requirements:

Four Core Education Units

Choose from:

Two Unit Courses:

Business Planning & Marketing, Listings, Sales, Wealth Building, Financing, Technology, and Referral

One Unit Courses:

Creating Value for Your Clients, Putting Technology to Work for Your Clients

WITH

Education Requirements:

Six Core Education Units

Choose from:

Two Unit Courses:

Business Planning & Marketing, Listings, Sales, Wealth Building, Financing, Technology, and Referral

One Unit Courses:

Creating Value for Your Clients, Putting Technology to Work for Your Clients

AND

Elective Requirements:

A total of 4 units are needed. Choose from the following:

- Additional CRS Core Education Units (1-2 Units per course)
- CRS Approved One-Unit Courses (1 Unit per course, 2 units maximum)
- Attendance at CRS Sell-a-bration (1 unit per conference, 2 units maximum)
- Additional Production (1 Unit per submission, 4 units maximum)
- National Association of REALTORS® Courses (1-2 Units per course, 2 units maximum)
- National Association of Home Builders Courses (1-2 Units per course, 4 units maximum)
- Distance learning course (1-2 Units per course, 4 units maximum)
- Bachelor's Degree **OR** any one of the following Designations or Certifications: ABR, ALC, CPM, CRB, CRES, CCIM, FRI, GRI or e-Pro (2 Units per item, 2 units maximum)

All Designation programs require membership in the Council of Residential Specialists. All members are required to maintain active REALTOR® or REALTOR ASSOCIATE® membership in their local board/state association. A \$75 processing fee applies to all designation applications. There is no time limit in fulfilling the education requirements. THERE ARE NO EXCEPTIONS TO THE REQUIREMENTS STATED ABOVE. For more information as well as a listing of course offerings, visit www.crs.com.