

# CREATE LISTING PRESENTATIONS THAT DELIVER



Council of Residential Specialists  
The Proven Path To Success

CRS 201



## Listing Strategies for the Residential Specialist

Certified CRS Instructor Rich Sands will lead participants in developing strategies to obtain more listings. Listings are the key in making a successful real estate career. He is a Educational Trainer, National Speaker and President of Rich Sands Seminars. One of the top classes for 2015.! Don't miss out! Sign up today!

April 9 & 10, 2015  
8:30 am to 5:00 pm

Presented by the Ohio CRS Chapter & KW Greater Cleveland West

Course location:  
Lorain County Community College  
Spitzer Conference Center  
1005 Abbe Road N., Elyria, OH 44035

Brad Fry, Ohio CRS President  
Bfry2@columbus.rr.com  
(614) 402-1158  
www.Ohiocrs.org

Listing presentations are critical to winning new business. Only those professionals who learn proven listing strategies will earn the trust of new clients and increase their conversion rates. This course covers important skills for conducting effective listing presentations, gaining the trust of potential clients and closing the deal!

Upon the successful completion of this course, you will be able to:

- Understand sellers' needs and motivations to provide effective guidance and counseling
- Conduct an effective listing presentation
- Handle seller resistance, concerns, complaints and objections to close effectively
- Communicate effectively and consistently with sellers to provide the best service possible
- Utilize a marketing plan and adapt marketing principles to your listings

Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation and 13 hours of Ohio Continuation Education Credits

TO REGISTER FOR THIS EVENT CRS201:  
LISTING STRATEGIES FOR THE RESIDENTIAL SPECIALIST

Please fill out the registration form and mail in a check to reserve your spot.

Brad Fry, Ohio CRS President  
Bfry2@columbus.rr.com

**ABOUT CRS** The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

#### SPONSORS FOR THIS EVENT

Lorain County Assoc. of Realtors  
America's Preferred Warranty - Luke Brook  
Farmer's Bank Group - Liz Schneider  
Fidelity National Title - Mary Felton  
BIA of Lorain County  
Lorain community College  
KW Greater Cleveland West



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For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit [www.crs.com](http://www.crs.com).

# REGISTRATION FORM

CRS 201



## Listing Strategies for the Residential Specialist

**WHERE:** Lorain County Community College  
Spitzer Conference Center  
1005 Abbe Rd. North  
Elyria, OH 44035

**WHEN:** April 9 & 10, 2015

### WHO:

Name \_\_\_\_\_

NRDS# \_\_\_\_\_ License# \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### REGISTRATION FEE:

Member **\$175.00**

Non-Member **\$185.00**

### HOW TO REGISTER:

- Check & Registration enclosed.

Make check payable to: Ohio CRS Chapter

Send check to: OHIO CRS

1112A Prouty Rd.

Concord, Ohio 44077-2318

### CANCELLATION POLICY:

Must notify by March 23, 2015

Please call:

Brad Fry, Ohio CRS President at (614) 402-1158 or

Carol Murphy, CRS at (440) 670-3112

with any questions about this event.



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