

# Real Estate

*Sales & Management Training*

## PRESENTING APPRAISALS

“List and Last” is an old saying in real estate but there is no truer statement. We will go through the steps to a presentation and look at what makes a great one.

Naturally we look at scripts but we will also examine how to find the needs the sellers more effectively and be able to introduce marketing programs that will get you advertising dollars so you can market the property at the highest level. We will look at your approach and shift some of the misconceptions about why you are there and what you should do.

You will learn to be more relaxed and be able to list better and faster following the basics steps to a great presentation. We will



also look at quality business verses the numbers game, let the others have the bad stuff and that will stress them out whilst you focus on quality clean business.