



CRS
201

Listing Strategies



Essential Training for Any Market

Improve your listing presentations with practical, solution-based training from the Council of Residential Specialists. With the Listing Course (CRS 201), sponsored by SCAAR, GAAAR, GLAR, LRAR & WCAR, you can learn proven techniques to help you price a home appropriately, close the transaction, and market and promote effectively.

The Listing Course will take you through an actual listing presentation to help you understand the key steps in this process and create a system for success. With this course, you will learn how to:

- Develop your business plan
- Conduct an effective listing presentation
- Guide and counsel sellers
- Price a home to sell
- Master closing techniques
- Develop marketing plans and servicing systems
- Better understand sellers' needs and motivations

The Listing course (CRS 201) earns two units of credit toward the Certified Residential Specialist Designation, the premier Designation for residential real estate agents. Additionally, it may help you earn continuing education credit in Minnesota.



Rich Sands, CRS

For 15 years, Rich Sands, CRS, taught high school students and then spent nine years educating clients in his real estate practice. Since 2000, he has served as the Director of Education at Coldwell Banker Residential Brokerage in Greenwood Village, Colo., where he helped redesign the new-agent training program, create a coaching and accountability program, and host CRS and GRI courses. As a runner and 20-year coach of elite athletes, Sands believes top-producing REALTORS® and the world's finest athletes share many traits, behaviors and attitudes.

**CRS Instructors are subject to change due to unforeseen circumstances. Please call to verify instructor.*

This two-day course will be offered Sept. 25 & 26 at the St. Cloud Civic Center, St. Cloud, MN.



See reverse for registration form.

Need more core courses?

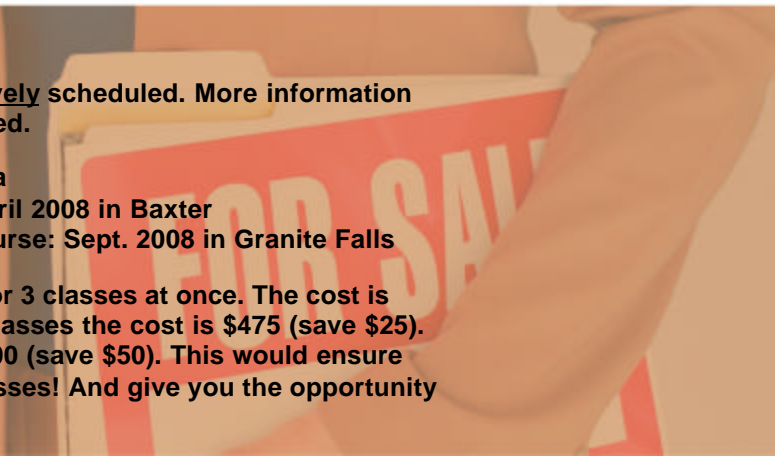
We also have these other core courses tentatively scheduled. More information will be provided once these classes are finalized.

CRS 202-Sales Course: Jan. 2008 in Alexandria

CRS 204-Wealth Building Course: March or April 2008 in Baxter

CRS 200-Business Planning and Marketing Course: Sept. 2008 in Granite Falls

A discount will be offered if you register for 2 or 3 classes at once. The cost is \$250 per class. However, if you register for 2 classes the cost is \$475 (save \$25). And if you register for 3 classes the cost is \$700 (save \$50). This would ensure you have a seat reserved for the upcoming classes! And give you the opportunity to earn your CRS Designation within a year!



Registration Form

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Where? St. Cloud Civic Center
10 4th Avenue South
St. Cloud, MN 56301

When? September 25 & 26, 2007
Day 1 – Registration 7:30-8:30 am
Course Presentation: 8:30 am – 5:00 pm
Day 2 – Course Presentation: 8:30 am – 4:00 pm with exam to follow

Sponsored by:

St. Cloud Area Association of REALTORS® (SCAAR)
2109 Troop Drive, Sartell, MN 56377
Phone: 320-253-7149
Email: Info@stcloudrealtors.com

Lake Region Association of REALTORS® (LRAR)
715 Pebble Lake Road, Fergus Falls, MN 56537
Phone: 218-739-0595
Email: irar@qwest.net

Greater Alexandria Area Association of REALTORS® (GAAAR)
409 Nokomis Street, Alexandria, MN 56308
Phone: 320-762-2022
Email: Info@alexandriamnrealtors.com

West Central Association of REALTORS® (WCAR)
201 4th Street SW, Willmar, MN 56201
Phone: 320-235-6881
Email: wcrealtors@chartermi.net

Greater Lakes Association of REALTORS® (GLAR)
15344 Pearl Drive, Baxter, MN 56425
Phone: 218-828-4567
Email: Janie@greaterlakesrealtors.com

Registration Fee: \$250 if received on or before Tuesday, September 18
\$275 if received after Tuesday, September 18 (No Refunds after Sept. 18)

Name _____

Company _____

Address _____

City, State/Zip _____

Phone _____ E-mail _____

NRDS# _____ Real Estate License # _____

Please indicate preferred method of payment:

Credit Card (Circle One: Visa MasterCard Discover)

Check enclosed (*Make check payable to SCAAR*)

In addition to CRS 201: I wish to register for 1 other CRS course (\$475) List course here: _____

I wish to register for 2 other CRS courses. (\$700) List courses here: _____

Account Name _____

Account Number _____

Exp. Date _____

Signature _____

Mail Registration Form and Payment to: SCAAR, 2109 Troop Drive, Sartell, MN 56377 OR FAX to SCAAR at 320-253-9701