



CCAR

Clark County Association of Realtors®

“GET THE LISTING EVERY TIME”

Thursday, February 14, 2008

This course will demonstrate how to obtain a written contract from a seller to market a home—it is the linchpin of real estate sales. It's the pay off from prospecting and creates a salable inventory for buyers. Most importantly, it creates a salable inventory for the real estate practitioner. A desirable listing, at the right price, is like money in the bank. But first, one has to obtain that listing. Like so much else in life, a successful listing presentation begins with pre-planning. This course will address the steps necessary for an agent to improve the conversion ratio of listing appointments to actual listings taken.

Topics Include:

- Lead Generation
- Setting the Stage for Success
- One Step & Two Step Presentations
- Setting the Price

CE Credits: 4.0 clock hours

Your Instructor, Martha Hendrick, CRS, CRP, ABR, Broker, Martha Hendrick Realty. As an agent and broker/owner, Martha has closed more than 1,000 transactions valued at more than \$250 million. She was named REALTOR® of the Year and received national awards and recognition for her innovative marketing, including her pioneering use of the Internet. After many years of building her Top Ten independent residential brokerage company in Houston, Texas, Martha and her husband, Sandy, sold their successful business and relocated to Central Oregon to be near family and to enjoy the wonderful quality of life there. She has an amazing ability to master the details and is an expert in marketing properties, both new and resale.

Time: 12:30 pm—4:30 pm

Cost: \$40 for Realtor® Members
\$60 for Non-Members

Location: Oregon Convention Center
Exhibit Hall E, E141-144
Class is in conjunction with the RMLS Tradeshow

PRE-REGISTRATION AND PAYMENT REQUIRED.

Name: _____

Company Name: _____

Address: _____

City: _____ State/Zip: _____

Phone: _____ FAX: _____

Attached is a check for \$ _____ **OR** Charge my _____ VISA _____ MC _____ AMEX

Account # _____ Exp. Date _____

Signature: _____

Registration Information:

Full refunds will be granted until 1 week before date of class. Within 1 week of course, 50% refund will be given until day before date of class. No refunds will be made the day of or after the class date.

Phone: 360-695-5980 or,
Fax: 360-695-8254 or,

Send payment to:
Clark County Association
of REALTORS®
1514 Broadway, Ste 102
Vancouver, WA 98663