

Prospecting for Listings



Be successful in the real estate industry

Prospecting is by far not a new concept in real estate sales. Yet, prospecting seems to be something that many real estate professionals shy away from or never come to truly understand. Prospecting for listings is a key ingredient for success in the real estate sales business. The highest producing agents in our business find the task of prospecting to be a part of their daily work schedule. This class is an opportunity to further explore not only the importance of prospecting for listings but how to go about doing it as well.

After this course, you will understand...

- The definition of prospecting
- How prospecting is fundamental to becoming a superstar real estate agent
- Prospecting to your sphere of influence, FSBOs, expired, and withdrawn listings
- The different types of real estate and non-real estate that can be prospected
- The use of scripts and objection handling



April 22, 2014

9:00 a.m. - 12:00 p.m.

Check-in begins at 8:30 a.m.

Orlando Regional REALTOR® Association
1330 Lee Road, Orlando, FL 32810

ORRA Members: \$30; Non-ORRA Members: \$45
On-site add \$15

Business casual attire requested for education programs.
Registration options and policies on reverse.

Course provided by The Florida School of Real Estate Online

Instructor



Robert Gress, MBA, ABR, ABRM, AHWD, CCIM, CNHS, CPV, CRB, GREEN, GRI, NVSI, RSPS, SFR, SRES, TRC, is instructor, provider, and school owner of The Florida School of Real Estate. He has been practicing, coaching and teaching real estate for over a decade. He has owned and operated two successful real estate brokerages and a Florida Real Estate School. Robert is proud to be an NAR instructor and a Florida licensed real estate instructor.

CREDITS
3 CE

Register at www.orlandorealtors.org

407.513.7268 Fax: 407.513.9120 education@orlandorealtors.org





ORRA Institute of Technology Certification (OITC)

The ORRA Institute of Technology Certification (OITC) for agents and brokers is designed around real estate industry specific technology disciplines which provide the competencies REALTORS® need to thrive in the today's market place.

These disciplines will create a strong technology foundation to enable REALTORS® to conduct business within the technology driven society that has impacted the real estate industry locally, nationally, and globally.

ORRA Institute of Technology Certification (OITC) candidates must complete the 17 required courses, 2 elective courses, and the online Microsoft Office Outlook, Word, Excel and PowerPoint training through AtomicTraining.com to receive certification.

For more information regarding program courses and fees, please contact education@orlandorealtors.org.

Learn more at www.orlandorealtors.org



Register today

Register me for **Prospecting for Listings** on **April 22, 2014**.

ORRA member – \$30

Non-ORRA member – \$45
(member of other REALTOR® association or licensed salesperson of ORRA Broker member)

ORRA member on-site – \$45 Non-ORRA member on-site – \$60

Attendee Name _____

Member Number _____

Phone () - _____

E-mail _____

Payment Method:

Check # _____ (Payable to ORRA)

Broker Account (ORRA members only. Broker approval required.)

VISA MasterCard American Express Discover

Credit card # _____ Expiration _____ / _____

Credit card charge signature OR broker signature for broker approved account charge _____

Initial _____ I agree to the terms of the cancellation and attendance policy referenced below.

Special disabilities accommodated with advance notice.
Courses not open to the general public unless otherwise noted.

Policies

CANCELLATIONS/NO-SHOWS

\$25 fee for free classes or forfeiture of registration fee for cancellations within 3 days of course date or for no shows.

ATTENDANCE

To receive CE credits for any Continuing Education course, participants must:

1. Be physically present for the entire program from beginning to end;
2. Sign any/all morning or afternoon attendance sheets; and
3. Refrain from using cell phone and e-devices except during designated break times.

LOCATION

Orlando Regional REALTOR® Association, 1330 Lee Road, Orlando, FL 32810
(unless otherwise noted on the front of this form)

CONTACT US

Phone: 407.513.7268 Fax: 407.513.9120 E-mail: education@orlandorealtors.org