

Being a **Strategic Agent** means mastery of both the listing and pricing presentations. The combination of Strategic Listing and Strategic Pricing Specialist courses provide the tools you need.

SLS + SPS help you WIN at listings!



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|--|---|--|
| Gain tools to distinguish yourself from the competition | ✓ | ✓ |
| Approach every listing with confidence | ✓ | ✓ |
| Establish your own Personal Promoter to build trust with the seller | ✓ | |
| Learn how to quickly identify behavior styles and alter your style to communicate most effectively with each | ✓ | |
| Answer the critical question – “What type of seller is this?” | ✓ | |
| Become a master of Listing-ology , the science and structure of the dynamic listing presentation | ✓ | |
| Learn to avoid the “commissionectomy” by effectively using the Education Model | ✓ | |
| Learn to convey your value so the seller can answer the question - “Why list with you?” | ✓ | |
| Learn the step-by-step process for creating and presenting a market study in the most influential way | | ✓ |
| Understand the idea of pricing strategy and learn how to determine which one is best for the seller | | ✓ |
| One-day course | | ✓ |
| Two-day course | ✓ | |
| Optional designation and tool kit available | ✓ | ✓ |
| | <p>Two-day course: \$229 Optional Designation and Tool Kit: \$79</p> | <p>One-day course: \$99 Optional Designation and Tool Kit: \$79</p> |

- Advantages of both SLS and SPS
- Advantages of SLS
- Advantages of SPS