



ARIZONA CRS CHAPTER
PMB #139
3305 N. SWAN #109
TUCSON, AZ 85712

Presenting CRS 201

Listing Strategies

The quality of an individual's listing skills can give him or her a strong competitive edge. Only those professionals who learn proven listing strategies will win over the client and increase their conversion rate. **Listing Strategies** provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively. The course takes students through an actual listing presentation that helps them understand the key steps in this process and create a system for success.

Course Content:

- Conducting an effective listing presentation
- Seller guidance and counseling
- Pricing a home to sell
- Closing techniques
- Marketing plans and servicing systems
- Sellers' needs and motivations

Course Topics:

- Marketing
- Customer Service
- Listing

CRS Core Courses

- CRS 204 Wealth Building
- ***CRS 205 Tax & Finance Course**
- CRS 206 Technology
- ***CRS 210 Referral**
- CRS 200 Business Planning and Marketing
- ***CRS 201 Listing**
- CRS 202 Sales

CRS Elective Courses

- CRS 103 Maximize your Potential.. Personally and Professionally
- CRS 105 Making the Right Real Estate Finance Decisions
- CRS 106 Fundamentals of Real Estate Technology
- CRS 107 Mastering the Art Of Selling New Homes

- Advanced Marketing Systems and Techniques for the Recreation & Resort Specialist
- Advance Selling Techniques for the Recreation & Resort Specialist
- New Negotiating Edge..... A 5 Step Behavioral Strategy
- Ninja Selling
- Ninja Selling II

**BOLD PRINT DENOTES CLASSES OFFERED IN AZ*



INSTRUCTOR

Frank Serio, CRS, CRB has run the gauntlet from sales associate to top producer to sales manager/trainer. In his fast paced presentations, Frank shares his own experiences and the innovative ideas used by top producers across the country. His seminars are packed with knowledge and information, and enjoyed by all.

Frank was President of the Coastal Association of REALTORS® in 1997 and REALTOR® of the Year in 1994. He has also served on numerous committees on the local, state and national levels. Frank is currently associated with RE/MAX By The Sea in Bethany Beach, Delaware, where he actively sells real estate. He is a senior instructor for the Council of Residential Specialists. His versatility allows him to offer seminars on a wide variety of topics. Frank enjoys living by the water in Fenwick Island, Delaware, with his wife, Audrey.

These are a few of the Elective Courses Available

