

BRAND NEW CRS COURSE!

CRS 128: Luxury Home Sales



Monday, June 5, 2017
8:30 a.m. – 5:00 p.m.

Sponsored by:
Virginia CRS

Location:
Northern Virginia AOR
8407 Pennell St.
Fairfax, VA 22031

The Luxury Homes Course is designed to assist real estate professionals in developing the market expertise and savvy customer service skills necessary for success in the luxury home market. This course focuses on providing learners with a strategy for breaking into the luxury market, valuable tools to successfully compete in this elite market...AND the confidence to *go for it!*

Upon successful completion of this course, attendees will be able to:

- Identify the key elements of effective luxury market research
- Apply a 7-step process to break into the luxury market
- Create a story to connect with sellers using the principles of proposition uniqueness
- Differentiate the critical components of luxury home presentations to those of other home market segments
- Define the 5 indicators of value proposition uniqueness
- Create a story to connect with sellers using the principles of proposition uniqueness
- Implement 6 steps for fairly valuing luxury home pricing
- Create a marketing plan for the luxury home market
- Utilize advanced negotiation tactics common to the luxury market
- Create a 4-week calendar of application activities pertinent to developing your luxury home market success



Gee Dunsten has been a senior instructor for the Council of Residential Specialist for over 25 years and served as their 2001 president. Gee is currently an Associate Broker with Long & Foster in Ocean City and Salisbury, MD and has helped more than 3000 families achieve the American Dream of homeownership.

CRS Members - \$99 Non-CRS - \$125

Register on-line at: <http://community.crs.com/p/cm/ld/fid=1971>

Questions? - kmartin@virginiarealtors.org (804) 249-5722