



i-FASTTRAC[®]

AGENT REAL ESTATE BUSINESS DEVELOPMENT STRATEGIES & TECHNIQUES

(ALL SESSIONS WERE DESIGNED TO BE 'STAND-ALONE' SESSIONS AND CAN BE TRAINED INDEPENDENT OF EACH OTHER ALLOWING AGENTS TO START AT ANY POINT IN THE TRAINING CYCLE!)

Kevin Ahearn

SESSION #1: (Structuring & Growing A Viable Real Estate Business)

- Understanding Real Estate As An *Agent-Entrepreneur*
- *Goal Setting* Tools & Techniques
- Daily, Weekly and Annual *Planning*

SESSION #2: (Time Management)

- How To' Structure An Effective *Time Management Plan*
- The Four 'Kinds' Of Time
- The Four (4) *Quadrants* of Real Estate Time
- *Time Management Tools & Techniques*

SESSION #3: (Part 1: Prioritized/Proactive Prospecting)

- Easy/Effective Script Building
- *Warm Canvassing* Techniques
- Promoting and Hosting *Open Houses*
- *Farming* and *Target Marketing* Strategies

SESSION #4: (Part 2: Prioritized/Proactive Prospecting)

- 'How To' Effectively Work *For Sale By Owners* (FSBOs)
- 'How To' Expedite *Just Listed/Just Sold* Promotions

SESSION #5: (Part 3: Prioritized/Proactive Prospecting)

- 'How To' Effectively Work *Expired Listings*
- 'How To' Build and Grow A *Referral-Based Business*

SESSION #6: (Working With Buyers)

- Buyer '*Pre-Screening*'
- Buyer *Evaluation* and *Qualification*
- Buyer *Counseling Process*
- Buyer *Counseling Session*
- Buyer *Tools*

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SESSION #7: (Part 1: Working With Sellers)

- Four (4) Phases Of A *Marketing (Listing) Presentation*
- *Marketing Presentation: Phases 1 and 2*

SESSION #8: (Part 2: Working With Sellers)

- *Marketing Presentation: Phases 3 and 4*
- The Highly Effective '*Upgrade*' *Marketing Strategy (Listing) Presentation*

SESSION #9: (Part 3: Working With Sellers)

- '*How To*' Control The *Pricing Strategy*
- Pricing Strategies Tools and Techniques

SESSION #10: (Objection Handling)

- Distinguishing *Conditions, Stalls* and *Real Objections*
- Seven (7) Step Techniques For Handling *Stalls* and *Real Objections*
- Objection Handling Scripts and Visuals

SESSION #11: (Professional Closing Strategies & Techniques)

- Distinguishing 'Trial' Closes Versus 'Final' Closes
- Four (4) Highly Effective/Easily Mastered 'Final' Closes
- 10 Additional 'Final' Closing Techniques

SESSION #12: (Presenting Offers And Effective Negotiating)

- '*How To*' Prepare To Present The Offer
- '*How To*' Present The Offer
- '*How To*' Prepare To Negotiate
- High Risk And Low Risk Negotiation Tactics
- Highly Effective Problem-Solving Phases