



JULY 27-28, 2009
Central Oregon Association
of Realtors® , BEND

Instructed by:
Frank Serio, CRS, CRB

crs 202: **SALES STRATEGIES**



Presented by
OREGON CHAPTER,
COUNCIL OF RESIDENTIAL
SPECIALISTS

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. Sales Strategies gives students the inside track to win over prospective buyers by teaching them the necessary strategies that make their sales quick and efficient. Students will learn how to work with today's new buyer through counseling, salesmanship and negotiation. These effective strategies will give agents customers for life.

COURSE CONTENT:

- Understand buyer motivation
- Eliminating sales resistance
- Creating trust and loyalty from buyers
- Negotiating skills



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instructor*



Frank Serio has run the gauntlet from sales associate to top producer to sales manager and trainer. During his fast-paced presentations, Serio shares his own experiences and the innovative ideas used by top producers internationally. For the CRS Courses, he supplies plenty of knowledge and information. Currently, Serio works for The RE/MAX By The Sea in Bethany Beach, Del., where he actively sells real estate. Serio was the president of the Coastal Association of REALTORS® in 1997 and REALTOR® of the Year in 1994.

**CRS Instructors are subject to change due to unforeseen circumstances.*

PLEASE REGISTER ME for CRS 202, Monday July 27th-Tuesday July 28th, 2009

(Registration includes lunch and break refreshments.)

OREGON CRS CHAPTER MEMBER

- Register before, July 13, 2009 \$315.00
 Register after July 13, 2009 \$340.00
 On-site (if space available) \$390.00

NOT AN OREGON CHAPTER CRS MEMBER?

Join now to qualify for your \$50.00 discount on all Oregon CRS courses! **You must be a member of the Council of Residential Specialists to join the Chapter.**

- Yes, I will join both the Council (\$60.00 introductory year membership) and the Chapter (\$45) at the class and receive the member price for the class. (Note: Only send in your class registration payment at this time. Payment for membership dues will be taken at the class)

NON-OREGON CRS CHAPTER MEMBER

- Register before July 13, 2009 \$365.00
 Register after July 13, 2009 \$390.00
 On-site (if space available) \$440.00

MAIL REGISTRATION TO: Oregon Chapter CRS; 5331 SW Macadam Ave., Suite 207; Portland, OR 97239

OR, FAX REGISTRATION TO: 503-295-2194

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

PLEASE INDICATE METHOD OF PAYMENT:

- Enclosed is my check for \$ _____
Make check payable to Oregon Chapter CRS.

- Charge my Visa or MasterCard (circle one) for \$ _____

Card # _____

Exp. Date _____

Name as it appears on card _____

Signature _____

QUESTIONS? Call 503-228-9560 or toll-free at 1-866-625-8494, or e-mail Chapter Administrator Jane Robertson at oregoncrs@oregoncrs.org.

class details

COURSE SCHEDULE

Registration: 8:00 a.m.—8:30 a.m.

Course Hours: 8:30 a.m.—5:00 p.m.

Lunch: Noon—1:00 p.m.

CANCELLATION

In the event you must cancel your registration, your tuition is refundable less a \$50 fee if written notice of cancellation is received by September 11th. No refunds will be issued after that date.

CONTINUING EDUCATION CREDIT

You will receive 15 hours of continuing education credit. *This course qualifies for 15 general clock hours in the state of Washington.

LOCATION

Class will be held at the Central Oregon Association of Realtors®, 2112 NE 4th , Bend 97701. For accommodations please contact the Riverhouse at 800/547-3928.



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CHAPTER WITH A HEART

\$5 from every class registration is donated to the Oregon Chapter CRS Chapter with a Heart program. 100% of the funds are distributed to charitable organizations.