

It's All About Price (The Dalles)

Today's successful listing agent must understand how to price homes in today's market. Pricing is an area of expertise for Denise Lones, and she'll be presenting It's All About Price to share an overview of this complex topic to help you get listings sold. Attendees will learn the critical factors that affect price, why agents need more than a standard CMA, how determine which kind of market agents are working in, seller psychology, setting the stage for pricing discussions, and more. If you're tired of listings that don't sell, attend this class.

Register for this class by emailing the Mid-Columbia Association of REALTORS® (MCAR). Taken alone, registration for this class is \$40 for MCAR members and \$50 for non-members. If taken with the afternoon session (Lose Your Aversion to Conversion: Transforming Your Pipeline), the cost is \$80 for MCAR members and \$100 for non-members for both classes. Registrations received after September 30th will require a \$10 late fee per class.

Lose Your Aversion to Conversion (The Dalles)

Generate more business by leveraging your sphere of influence and database in a whole new way! In Lose Your Aversion to Conversion: Transforming Your Pipeline, presenter Denise Lones

will teach attendees how to create a focused strategic plan for increasing income, recognize three types of clients and what each brings to a transaction pipeline, market effectively to each type of client, implement a tracking system to identify immediate opportunities, and more. The majority of agents who have taken this class have discovered “right now” money, so you won’t want to miss this session.

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