

Effective Buyer Sales Strategies (Portland) / CRS 202

The Residential Real Estate Council (formerly the Council of Residential Specialists) invites you attend Effective Buyer Sales Strategies (CRS 202), a course designed to give attendees 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—strategies that will give agents customers for life.

This course, taught by Mike Selvaggio and worth up to 15 CE credits, is being presented by the Oregon Residential Real Estate Council and the East Metropolitan Association of REALTORS®.

Learn more or register for Effective Buyer Sales Strategies.

Questions may be directed to Janet Fisher-Welsh at (503) 422-5812 or Kelly Barker at (503) 877-2832.

Business Planning and Marketing / CRS 200 (Gresham)

The Council of Residential Specialists (CRS) invites you attend Business Planning and Marketing (CRS 200), a course designed to support students in developing a complete business

plan, conducting budget analysis, promoting themselves, and more.

This course, worth up to 15 CE credits, is being presented by the Oregon Council of Residential Specialists and Oregon Association of REALTORS®.

Learn more or register for Business Planning and Marketing.

Seven Things Successful Agents Do Differently / CRS 126 (Portland)

The Council of Residential Specialists (CRS) invites you attend Seven Things Successful Agents Do Differently (CRS 201), a course giving specific strategies and marketing systems to move an agent's business to the next stage of success professionally and financially.

Instructor Gee Dunsten, a prolific author and speaker, is a popular speaker at NAR conventions as well as state and local events. Dunsten has a hands-on approach to real estate training, with leading edge ideas and systems.

This course is worth up to 8 CE credit hours as well as 8 CRS credit toward a CRS designation.

Learn more about Seven Things Successful Agents Do Differently (CRS 126). Registration may be done via the CRS website.

Questions about the course? Contact Janet Fisher-Welsh at (503) 422-5812. Questions about payment? Contact Kelly Barker at (503) 877-2832.

Converting Leads Into Closings (Gresham)

Whether you are a new agent building your business or an established agent keeping your database fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This new CRS one day course highlights traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience—attraction, first contact, needs analysis, incubation, conversion, closing, and beyond.

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

- Develop systems for capturing, converting, and tracking leads
- Implement customer-focused campaigns that highlight consistent touches via various channels
- Integrate technical tools to enhance the efficiency and responsiveness of your lead management
- Set priorities for lead conversion and create an action plan for achieving them.

Instructor Mike Selvaggio has been in the real estate business since 1975. He is an active REALTOR® in Delaware and Pennsylvania, broker/owner of Delaware Homes, Inc., and served as the 2008 National President of the Council of Residential Specialists (CRS).

This course is worth 7.5 OR CE credits, 8 WA CE credits, and 8

credits toward a CRS designation. Registration includes a networking buffet luncheon.

Read more or register for [Converting Leads into Closings](#).

Building an Exceptional Customer Service Referral Business / CRS 210 (Portland)

The Council of Residential Specialists (CRS) invites you attend Building an Exceptional Customer Service Referral Business (CRS 210), an interactive course designed to help attendees design their business plan to focus on a customer service oriented, repeat, and referral business. The information provided will help identify the expectations of the new consumer; the behaviors necessary to meet those expectations; and specific systems to make the agent's business more productive, more profitable, and more enjoyable.

This course, worth up to 16 CE credits, is being presented by the Oregon and Washington chapters of the Council of Residential Specialists.

Learn more or register for the [Council of Residential Specialists Referral Course](#).

Effective Buyer Sales Strategies (Portland) / CRS 202

The Council of Residential Specialists (CRS) invites you attend Effective Buyer Sales Strategies (CRS 202), which will help attendees understand what motivates and influences customers, win over prospective clients, and effectively work with today's buyers. Educational credit will be available for completing the course, taught by Jackie Leavenworth.

This event is co-presented by the Oregon and Washington chapters of the Council of Residential Specialists.

Discover more or register for Effective Buyer Sales Strategies.

Negotiate to Win (Gresham)

The Council of Residential Specialists (CRS) invites real estate professionals to attend Negotiate to Win, a one-day course taught by Mike Selvaggio designed to help attendees convert leads into closings.

This event is a part of the CRS Road Show, and registration includes a networking buffet luncheon.

This event is sponsored in part by RMLS™.

Generate More Leads (Bend)

The Council of Residential Specialists (CRS) invites real estate professionals to attend Generate More Leads, a one-day course taught by Mike Selvaggio designed to help attendees convert leads into closings.

This event is a part of the CRS Road Show, and registration includes a networking buffet luncheon.

This event is sponsored in part by RMLS™.

Generate More Leads (Medford)

The Council of Residential Specialists (CRS) invites real estate professionals to attend Generate More Leads, a one-day course taught by Mike Selvaggio designed to help attendees convert leads into closings.

This event is a part of the CRS Road Show, and registration includes a networking buffet luncheon.

This event is sponsored in part by RMLS™.

Listing Strategies for the Residential Specialist / CRS 201 (Portland)

The Council of Residential Specialists (CRS) invites you attend Listing Strategies (CRS 201), which will help you identify the motivations and concerns of today's sellers and help them close the deal. Instructor Jackie Leavenworth will explore pricing effectively for the market for a faster sale, access scripts to work with clients, and foster trust and loyalty with clients through effective communication. Educational credit will be available. A buffet luncheon will be available for those who register.

Discover more or register for Listing Strategies of the Residential Specialist.