

# ABBY'S CE CLASSES 2018-2019

## 2hr. CE Elective – Creating Curb Appeal #35033

**DESCRIPTION:** A buyer forms an opinion about a home based off first impressions. This happens within four minutes according to the National Association of Realtors. Further investigation reveals that the formation of this initial impression happens within the first 15 seconds. Therefore, curb appeal is critical! *This course teaches real estate agents how to enhance their client's curb appeal.* We explore how to make improvements with resale in mind to landscaping, front & back porches and other outdoor living areas. We'll review the names of architectural details that commonly experience the most deterioration and take away new paint colors, stains and finishes that are trending for the exterior. Using before & after images we'll practice making recommendations until you feel more comfortable and confident to evaluate your client's exterior and provide solutions that increase their curb appeal. Whether you're a new or seasoned agent you can benefit from this course by expanding your knowledge of outdoor materials and receiving a realignment with current curb appeal trends.

## 2hr. CE Elective – Winning Phrases & Scripts # 35040

**DESCRIPTION:** Have you ever wondered how some agents secure more business? How do they gain their client's confidence, trust, and cooperation?! Interior designer & real estate educator, Abby Vasek says, "You're always building credibility and when you finally gain your client's confidence, you'll gain their cooperation, and your job becomes easier!" When you develop sound bites that concisely express your systems and standards it helps to more effectively manage your client's expectations while reflecting your brand's level of service. This is a soft skill that takes practice to perfect. If you've ever received "Push-Back" from your clients regarding your recommendations on price or presentation, then this course will help you to sharpen these soft skills, cultivate a new attitude of authority and develop poignant language that *gets results when working in a client's home.*

## 2hr. CE Elective – Writing Effective Listing Descriptions # 35041

**DESCRIPTION:** Did you know there's a formula for writing effective listing descriptions that correlate to a higher sales price and can attract your ideal buyer? This method produces a narrative description that emphasizes the lifestyle benefits and features of your home while connecting your listing to the community and evoking an emotional response that motivates your buyer into action. You will also receive the top six keywords for today's buyer along with a template and additional resources to help you produce effective listing descriptions every time!

### 3hr. CE Elective – Current Building Materials # 35039

**DESCRIPTION:** This class equips agents with new vocabulary and information about current building materials. This knowledge helps you to better describe the homes you list and improves your ability to bring attention to builder upgrades or high-quality building materials in homes you show. This class will also equip real estate agents working with home owners to better advise them about current trends in home improvement and remodeling projects as well as trending materials to use. This class has the potential to further your authority within your industry by elevating your vocabulary, knowledge of current materials, and caliber of service you provide your clients.

### 3hr. CE Elective – Architecture for Agents # 35032

**DESCRIPTION:** Elevate your salesmanship by increasing your knowledge of architecture. This class studies architectural elements (inside & out) and traditional styles that help to define today's Post-Modern, Neo-Eclectic era of architecture. There is a major emphasis on vocabulary to help agents better describe the architectural qualities of a home and to be able to speak with authority about building techniques, features and styles. Agents report leaving this course feeling more equipped to make recommendations for home improvements that are in alignment with the architectural style of their home and are more capable of identifying styles of architecture when showing buyers around. Whether you're a Buyer's or a Seller's Agent, the more you know about your 'product', the better you can sell it!

### 3hr. CE Elective – Advanced Home Staging # 33958

**DESCRIPTION:** Elevate your level of service by expanding your knowledge of the make-ready process. This class explores the elements involved in preparing a home to list and show well in today's competitive real estate market. Agents learn how to perform a thorough home evaluation, make suggestions for home improvements with resale in mind, and how to accomplish the "staged" look. We touch on curb appeal and trending exterior paint colors, then move inside to learn how to edit an occupied listing discuss when to upgrade interior finishes. You will learn how to identify when any improvement is necessary and be able to more effectively explain this to your clients. And because industry staging trends and standards are evolving, we will look at what you should look for when hiring a professional home stager and more on how to build your make-ready team. This course also has a strong client communications component that provides phrases and questions to ask along with stats and stories to incorporate to better manage your client's expectations. This class aims to help you gain your client's complete confidence, cooperation, and support for the process that allows you to show their home in its best light.