

Fuller

Sotheby's

INTERNATIONAL REALTY

Sotheby's **PROACT™** is a six-month series designed for seasoned real estate agents who want to reach a higher level of production. It provides skill training, sustainable business development plan, client management systems together with coaching and accountability.

Bi-Weekly Coaching and Accountability Workshops:

Knowing what to do is only the beginning. In order to make fundamental changes you need support as you struggle forward. Coaching, practice and accountability are essential to making the changes permanent.

Velocity Marketing™ and Pricing:

Look at market data to determine whether the house will sell, what the buyers for it are doing *today*. It is an eye-opener for sellers. It allows them to make informed choices about their own future. It helps the listing agent make decisions about taking listings with little chance of selling.

Scientific Marketing™:

Most real estate prospecting is scattered: mail to your "farm," cold call, call on expired listings and FSBO, etc. Learn to integrate your work into a coherent system that produces more and better results over time. The probability of success increases every time you do the activity.

Sales Environment Learning Laboratory™:

The S.E.L.L.™ training is a three-day training that challenges thinking and beliefs. Its focus is on time management and commitment. It is about the fundamental thinking that either supports or defeats your life and career. The most common comment by participants is, "This training changed my life!"

Committing Communication™:

Learn a communication technique that goes well beyond the obvious home features. You learn to get to the emotional benefits that drive the decision to buy or sell. Additional benefits include the client feels a real trust and respect for you, allowing them to talk frankly about issues. They are willing to commit to working exclusively with you, freeing up wasting time usually spent making sure they don't buy from someone else.

Sotheby's Home Tour™:

An Open House (or HUB™) technology that drives 5 to 7 times the traffic and creates 20 times the results of a regular open house. It is the technology to drive future business to you while you find tomorrow's clients.

Sotheby's **PROACT™** requires a financial and time commitment to participate:

- 10% off the top of transactions opened during the six months.
- Attendance at each training and coaching meeting for the six months.

I'm in: _____ Date: _____

Print: _____ Office: _____