

## Course Description and Outline

### Course Goals:

- Understand and demonstrate your value to today's buyer.
- Acquire the skills and resources to succeed as a buyer's agent in a dynamic real estate market.
- Help buyers find the right property at the right terms and price in both buyer's and seller's markets.

### Learning Objectives:

#### **Module 1: The Role and Value of the Buyer Rep**

- Articulate a value proposition as a buyer's agent by learning what's important to the buyer.
- Recognize how a buyer-agent relationship is legally formed.
- Understand your duties and responsibilities as a buyer's agent.

#### **Module 2: The Buyer Counseling Session**

- Explain the goals of a buyer consultation and how to prepare for the initial session.
- Conduct a buyer's consultation that leads to a signed buyer representation agreement and wins buyer loyalty by assessing buyer needs and educating buyers about the market.
- Understand the importance of real estate contracts in relation to buyer loyalty and compensation.

#### **Module 3: The Search-Showing-Selection Process**

- Search for properties that meet the buyer's needs and wants by using active listening strategies and Realtors Property Resources tools.
- Show properties in a manner that presents clients with the best opportunity to view properties and purchase a desired property.
- Follow federal, state, and local Fair Housing laws when selecting and showing properties

#### **Module 4: Offers and Negotiations**

- Position yourself for success by educating your client about the offering process and by conducting a thorough analysis of the market to understanding your client's negotiating position.
- Help your client formulate an informed and competitive offer based on objective valuation tools.
- Guide your client through the process of presenting an offer and negotiating with the seller to get the best outcome possible.

#### **Module 5: From Contract to Closing**

- Walk your client through the contract contingencies and mortgage process.

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- Guide your client through the home inspection and appraisal process.
- Ensure that your client knows the different types of required insurance and understands the closing process.

**Module 6: Putting it All Together**

- Understand and apply the four most important takeaways for success
- Apply troubleshooting scripts to overcome hurdles in your business dealings
- Utilize the pro tips and tools to ensure consistent results and enduring success

**Outline**

**INTRODUCTION .....**

- Welcome .....
- What You Will Learn .....
- Activities and Class Procedures .....
- Knowledge Base for the Course .....
- Become An ABR® Designee .....
- REBAC Member Benefits .....
- A Note About Terminology.....
- Introduction: Reflection .....

**MODULE 1: THE VALUE AND ROLE OF THE BUYER AGENT.....**

- Learning Objectives .....
- Knowing Your Value .....
- Exercise 1-1: What Makes You Valuable? .....
- Exercise 1-2: Looking Through Buyers’ Eyes .....
- How the Buyer–Agent Relationship Is Formed .....
- Exercise 1-3: State of Agency Disclosure .....
- Exercise 1-4: Creating a Cohesive Brokerage Culture .....
- What Are Your Duties and Responsibilities? .....
- Service Advantages of Representation.....
- EXERCISE 1-5: Discussion Question .....
- Exercise 1-6: Turning Duties into Value.....

**MODULE 2: THE BUYER COUNSELING SESSION .....**

- Learning Objectives .....
- Goals of Counseling Session .....
- Preparing for the Counseling Session: Brand Consistency .....

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- Learn About the Buyer .....
- Buyer Needs Assessment Worksheet.....
- Educate the Buyer .....
- Do You Want to Represent This Buyer? .....
- MY PLEDGE OF PERFORMANCE.....
- Contracts .....
- Compensation Pop-Quiz! .....

**MODULE 3: THE SEARCH-SHOWING-SELECTING PROCESS.....**

- Learning Objectives .....
- Searching for Properties.....
- Showing and Selecting Properties.....
- EXERCISE 3-1: Create Your Own Showing Protocol .....
- Gaining Buyer Loyalty Throughout Process.....
- EXERCISE 3-2: Skills Practice–Applying What You Know to Search Scenarios.....

**MODULE 4: OFFERS AND NEGOTIATIONS .....**

- Learning Objectives .....
- Preparing the Buyer .....
- Exercise 4-1: Preparing Your Client .....
- Evaluating Your Client’s Negotiating Position .....
- Formulating an Offer .....
- EXERCISE 4.2: Applying What You Know .....
- Presenting and Negotiating an Offer: Know the Rules.....
- Exercise: Discussion Question .....

**MODULE 5: FROM CONTRACT TO CLOSING.....**

- Learning Objectives .....
- Contract Contingencies .....
- Exercise 5-1: Creating a Contingency Checklist.....
- Mortgage Process.....
- Exercise 5-2: Mortgage Application Do’s and Don’ts .....
- Home Inspections.....
- Types of Insurance .....
- Closing Process .....
- Exercise 5-3: Create a Closing Checklist .....

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**MODULE 6: PUTTING IT ALL TOGETHER .....**

- Learning Objectives .....
- Four Important Takeaways for Success.....
- Exercise 6-1: Buyer Agent Skills Assessment .....
- Exercise 6-2: Your SWOT Analysis .....
- Troubleshooting Scripts for the Field .....
- Pro Tips and Tools for Success .....