

RRC ONE-DAY COURSE



Win-Win Negotiation Techniques

December 4, 2020
8:30 – 5:00 via Zoom
With Dale Carlton

Presented by Northwest
Arkansas Board of
REALTORS®

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To successfully represent and satisfy their customers, agents must be effective negotiators. In fact, the most recent NAR Profile of Home Buyers and Sellers reports that 87% of buyers identified negotiation skills as a very important quality for their real estate agents. Since another key element of success is developing and sustaining relationships, agents must consider not only the outcome of negotiation but also their rapport with the other party. This course provides negotiation strategies that enable you to achieve mutually satisfying results rather than haggling over issues that can derail transactions. Through highly-interactive role-playing activities, you will develop and practice scripts that can prepare you to successfully negotiate with all parties in a transaction, including clients, other agents, and service providers.

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

- Establish and maintain rapport with other parties in a negotiation
- Learn about other parties needs and identify their interest
- Effectively prepare for negotiations by exploring actionable solutions and creating a game plan
- Respond more effectively to issues that commonly arise during your transactions

Individuals who take this course will earn 8 credit hours toward the CRS Designation. This class is approved for six hours of Arkansas CE credit by the Arkansas Real Estate Commission. Does not include Safety requirement.

Register online at: <http://bit.ly/CRS-12042020>

\$125 (\$99 with discount code NWArkansasBORStudent)

About **RRC**

The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS®.

With more than 34,000 agents, the Council is the leading education and networking organization for residential real estate agents.

It also awards the prestigious Certified Residential Specialist Designation® to top-producing REALTORS® who meet education, experience, and transaction requirements.

Learn more about the Residential Real Estate Council and how the organization can help you today.

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For more information on other RRC courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit CRS.com.