



BCCAR University Presents:

Effective Negotiating for Real Estate Professionals (ABR Elective)

Instructor: Joseph Marovich, ABR, e-PRO, SRES, GRI, PMN

Effective negotiating on behalf of others is the hallmark of the buyer's and seller's representatives. This course examines positional bargaining and value negotiating. It also examines unique issues when representing someone in a negotiation and breaking a negotiation impasse.

In this course, we will be examining the main types of negotiating. As a result of completing this course, you will be able to:

- ⇒ Differentiate between the main negotiating practices
- ⇒ List specific steps in the Positional Bargaining and Value Negotiating processes
- ⇒ Select the appropriate negotiating practices based on specific negotiating circumstances
- ⇒ Apply processes of positional bargaining and value negotiating during role playing activities and case scenarios
- ⇒ Identify factors that could lead to impasse
- ⇒ Overcome barriers in a negotiation that otherwise would lead to impasse

Date: Wed., July 23, 2008
9:00 a.m. - 5:00 p.m.

Location:
Association Headquarters
Cherry Hill, NJ

Investment: \$150 per REALTOR® member. Membership in REBAC is required to maintain the ABR designation. Registration Deadline is July 18, 2008. **\$175 thereafter**

RSVP to:
Burlington Camden County Association of REALTORS®,
306 Kings Hwy South
Cherry Hill, NJ 08034
856/428-1013
FAX 856/428-1393
www.bccar.us

Effective Negotiating for Real Estate Professionals (072308)

Name: _____ e-mail: _____

Company: _____ tel #: (): _____

Company Address: _____

Payment Information:

Check Enclosed Amount : \$ _____

MasterCard/VISA #: _____ Exp. Date: _____

Signature: _____

Please check here if you have a disability which will require special services at the course. Attach a written description of your needs.



About the . . .

Accredited Buyer Representative (ABR) Designation

Completion of the Accredited Buyer Representative (ABR) designation course is an important first step towards earning the coveted ABR designation. The ABR designation is a part of the official family of REALTOR® designations and the only buyer representation designation recognized by the National Association of REALTORS®, making it the benchmark of excellence in buyer representation. The designation is awarded to practitioners by the Real Estate Buyer's Agent Council (REBAC) of the National Association of REALTORS® who have met the specified educational and practical experience criteria:

- Completed the comprehensive REBAC course in buyer representation and successfully passed the written examination with a grade of 80% or higher
- Successfully completed one of the seven elective courses and pass the examination with a grade of 80%.
- Demonstrated a practical experience in having completed five closed real estate transactions in the capacity as a buyer representative. This can be any transaction prior to the course and up to three years following the course.
- Be a member in good standing of the National Association of REALTORS®
- Be a member in good standing of the Real Estate Buyer's Agent Council
- To continue to hold the ABR designation requires continued membership in REBAC



The ABR course is presented in conjunction with REBAC — the Real Estate Buyer's Agent Council. The ABR course tuition includes the first years dues towards membership in REBAC. REBAC is the oldest, largest, and fastest growing association of real estate professionals that practice buyer representation and a proud part of the National Association of REALTORS®.