



The Seller Representative Specialist (SRS) designation is owned & conferred by The Real Estate Business Institute (REBI), an affiliate of the National Association of Realtors®

## **Seller Representative Specialist**

2-day course -- Timed Outline

### **ABOUT THE COURSE**

---

This course delivers a comprehensive foundation of skill development, training, and resources to help real estate professionals represent the interests of sellers in today's marketplace.

Learning outcomes include:

- Increase listings and grow their business.
- Demonstrate and communicate their value package to seller clients.
- Understand and apply the Code of Ethics and Standards of Practice.
- Understand and comply with state license laws when representing sellers.
- Understand and apply methods, tools, and techniques to provide the support and services that sellers want and need.
- Understand that the representation skills required to represent sellers encompass a comprehensive understanding of the legal duties and license law responsibilities.

This course has the following eight (8) Modules:

- Module 1: Your Value Proposition
- Module 2: Crafting Your Message
- Module 3: Generating Business
- Module 4: Preparing for the Appointment
- Module 5: Meeting With the Seller
- Module 6: Marketing the Listing
- Module 7: Setting the Stage
- Module 8: Offer to Closing

## Suggested Timing

<b>Program Overview</b>	20 min
<b>Module 1: Your Value Proposition</b>	35 min
<b>Module 2: Crafting Your Message</b>	35 min
<b>Module 3: Generating Business</b>	150 min
<b>Module 4: Preparing for the Appointment</b>	175 min
<b>Module 5: Meeting With the Seller</b>	175 min
<b>Module 6: Marketing the Listing</b>	65 min
<b>Module 7: Setting the Stage</b>	60 min
<b>Module 8: Offer to Closing</b>	105 min
<b>Review</b>	20 min
<b>TOTAL INSTRUCTION TIME (does not include lunch and breaks)</b>	<b>840 min</b>

### PROGRAM OVERVIEW

<b>Content Outline</b>	<b>Time (Minutes)</b>
<ul style="list-style-type: none"> <li>▪ Welcome &amp; Introduction</li> <li>▪ Expectations</li> <li>▪ The SRS Designation</li> <li>▪ Questions – How to Contact REBI Staff</li> <li>▪ Course Modules &amp; Anti-Trust Reminder</li> </ul>	:20
<b>Total Instruction Time</b>	<b>:20</b>

### MODULE 1: YOUR VALUE PROPOSITION

<b>Content Outline</b>	<b>Time (Minutes)</b>
<ul style="list-style-type: none"> <li>▪ Temperature Check – Markets and Time Change</li> <li>▪ What is a Value Proposition?               <ul style="list-style-type: none"> <li>▪ Definition</li> <li>▪ What it Explains</li> <li>▪ What it is Not</li> <li>▪ Points of Difference</li> </ul> </li> <li>▪ Exercise: Homework – Your Value Proposition Features &amp; Benefits</li> <li>▪ Exercise: Homework – Your Points of Difference</li> </ul>	:35
<b>Total Instruction Time</b>	<b>:35</b>

*Continued on next page*

**MODULE 2: CRAFTING YOUR MESSAGE**

<b>Content Outline</b>	<b>Time</b>
<ul style="list-style-type: none"><li>▪ <b>REALTOR® Code of Ethics – Article 12</b></li><li>▪ Begin With Your “Why”</li><li>▪ Your Message</li><li>▪ Your Marketing Message – 8 Tips</li><li>▪ Quality Matters</li><li>▪ Lead Magnet Ideas</li><li>▪ Call to Action</li><li>▪ Outsourcing Ideas</li><li>▪ Real Estate Professional Assistant Certificate Program</li><li>▪ Using Canva</li></ul>	:35
<b>Total Instruction Time</b>	<b>:35</b>

*Continued on next page*

**MODULE 3: GENERATING BUSINESS**

Content Outline	Time (Minutes)
<p>Targeting Your Audience</p> <p>First Step: Sphere Marketing</p> <p><b>Key Resource: Global Resources &amp; International Real Estate from NAR</b></p> <p>Prospecting for New Business</p> <ul style="list-style-type: none"> <li>▪ Lead to Sale Ratio</li> <li>▪ Geographic Farming</li> <li>▪ Resources for Demographic Information</li> <li>▪ Income Potential Example</li> <li>▪ Cold Calling                             <ul style="list-style-type: none"> <li>○ <b>Key Resource: Do Not Call legislation</b></li> </ul> </li> <li>▪ FSBO (For Sale by Owner)                             <ul style="list-style-type: none"> <li>○ <b>REALTOR® Code of Ethics – Standard of Practice 16-11</b></li> <li>○ Communication Must Counter Common Objections</li> <li>○ Most Important Reason for Selling Home as FSBO</li> <li>○ Why FSBOs Need You</li> <li>○ FSBO Statistics</li> <li>○ You are not an expense. You are a profit center.</li> <li>○ Method Used by FSBO Sellers to Market Home</li> <li>○ Most Difficult Task for FSBO Sellers</li> <li>○ The FSBO Engagement Packet</li> <li>○ <b>Key Resource: FSBO Objection Responses</b></li> <li>○ Securing FSBO Business</li> </ul> </li> <li>▪ Expired Listings                             <ul style="list-style-type: none"> <li>○ <b>REALTOR® Code of Ethics – Standard of Practice 16-4</b></li> <li>○ 10 Steps to Listing the Expired</li> <li>○ 10 Sample Questions to Ask the Seller</li> <li>○ Finding Expired Listings</li> <li>○ The Initial Call</li> <li>○ The Front Porch Drop Off</li> <li>○ The Appointment</li> <li>○ <b>Key Resource: Prospecting Tactics &amp; Tools</b></li> </ul> </li> </ul>	<p>150</p>
<b>Total Instruction Time</b>	<b>150</b>

*Continued on next page*

**MODULE 4: PREPARING FOR THE APPOINTMENT**

Content Outline	Time (Minutes)
<ul style="list-style-type: none"> <li>▪ Timeline</li> <li>▪ Preparing for the Listing Appointment</li> <li>▪ Understanding Law &amp; Policy</li> <li>▪ Understand the Market</li> <li>▪ Dual / Variable Rate Commission Structure</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 3-4</b></li> <li>▪ What Sellers Want Most from Real Estate Agents</li> <li>▪ Most Important Factor in Choosing a Real Estate Agent to Sell Home</li> <li>▪ The Initial Call</li> <li>▪ Knowing What They Need from a Professional</li> <li>▪ The Pre-Listing Packet</li> <li>▪ Top 12 Questions Sellers Ask</li> <li>▪ Understand the Property</li> <li>▪ Pre-Meeting Research</li> <li>▪ Valuable Tools to Help You Assess Value</li> <li>▪ Valuation Process – Comparative Market Analysis (CMA)</li> <li>▪ Absorption Rates &amp; Examples</li> <li>▪ Seller’s Market, Balanced Market, Buyer’s Market</li> <li>▪ <b>Key Resource: “Pricing Strategy Advisor (PSA) Course from NAR</b></li> </ul>	175
<b>Total Instruction Time</b>	<b>175</b>

*Continued on next page*

**MODULE 5: MEETING WITH THE SELLER**

Content Outline	Time (Minutes)
<ul style="list-style-type: none"> <li>▪ License Law</li> <li>▪ <b>REALTOR® Code of Ethics – Article 11</b></li> <li>▪ Articulate Your Value</li> <li>▪ The Listing Packet</li> <li>▪ Walk Through the Property</li> <li>▪ Key Questions if You Sent a Pre-Listing Packet</li> <li>▪ The Seller Counseling Session</li> <li>▪ The Purpose of the Appointment</li> <li>▪ Begin With Your “Why”</li> <li>▪ What Sellers Want Most from a Real Estate Agent – The Bug Buckets</li> <li>▪ The Seller Counseling Session</li> <li>▪ <b>Key Resource: “Buyer &amp; Seller Counseling Session” Templates from REBI</b></li> <li>▪ Game Plan for Working with Sellers</li> <li>▪ Fees Paid and Earned – Solidify Your Value in the Transaction</li> <li>▪ Anti-Trust Reminder</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 16-1</b></li> <li>▪ Fees</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-12</b></li> <li>▪ Focus on the Listing Side</li> <li>▪ Alternate Business Models that Unbundle Services</li> <li>▪ The Co-Op Side</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 3-1</b></li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 16-16</b></li> <li>▪ Modifying the Offer of Compensation</li> <li>▪ Seller Compensation Language</li> <li>▪ Communicate Your Value, Services, and Points of Differentiation</li> <li>▪ Discussing the Optimum List Price</li> <li>▪ Real or Personal Property?</li> <li>▪ Helping Sellers Understand Price and Value</li> <li>▪ Determine if You Can Sell the Property</li> <li>▪ Seller’s Net Sheet</li> <li>▪ <b>Key Resource: Where to Find a Net Sheet Template</b></li> </ul>	175
<b>Total Instruction Time</b>	<b>175</b>

*Continued on next page*

**MODULE 6: MARKETING THE LISTING**

Content Outline	Time (Minutes)
<ul style="list-style-type: none"> <li>▪ New “Marketing the Listing” certificate course from REBI</li> <li>▪ Every Listing is an Interview</li> <li>▪ Type of Market</li> <li>▪ Most Effective Ways to Get Buyers’ Attention</li> <li>▪ Pocket Listings vs. Coming Soon</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 3-1</b></li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 3-8</b></li> <li>▪ Clear Cooperation</li> <li>▪ <b>Model Rules &amp; Regulations for an MLS – Section 1.01, Clear Cooperation</b></li> <li>▪ <b>Model Rules &amp; Regulations for an MLS – Section 1.3, Exempt Listings</b></li> <li>▪ Benefits &amp; Pitfalls of Off-Market Listings</li> <li>▪ Open House Considerations               <ul style="list-style-type: none"> <li>○ Public Open House</li> <li>○ Plaque Options for Disclosure at Public Open House</li> <li>○ Open House Hold Harmless</li> <li>○ Open House &amp; Showing Checklist</li> <li>○ Marketing the Open House</li> <li>○ Office Open Houses</li> <li>○ Broker Open</li> <li>○ Safety First!</li> </ul> </li> <li>▪ Marketing Tools               <ul style="list-style-type: none"> <li>○ Checklist</li> <li>○ Listing Photos, Virtual Tours, and Videos</li> <li>○ Things to Consider with Marketing Assets</li> <li>○ What to Include</li> <li>○ Listing Photography                   <ul style="list-style-type: none"> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 12-18</b></li> </ul> </li> <li>○ Digital Homebook7</li> <li>○ Listing Aggregators</li> <li>○ Single Listing Website</li> <li>○ Use of Drones</li> <li>○ Virtual Reality</li> <li>○ Blog Posts</li> <li>○ Virtual Staging</li> <li>○ Video Marketing &amp; Social Media</li> </ul> </li> <li>▪ Paid vs. Free Marketing</li> <li>▪ Writing Listing Descriptions – Quick Tips</li> <li>▪ Apps and Online Tools Resource</li> </ul>	65
<b>Total Instruction Time</b>	<b>65</b>

*Continued on next page*

**MODULE 7: SETTING THE STAGE**

Content Outline	Time (Minutes)
<ul style="list-style-type: none"> <li>▪ Pre-Sale Preparation: Improvements, Remodeling &amp; Staging</li> <li>▪ <b>Key Resource: “Remodeling Impact Report” from NAR</b></li> <li>▪ The Value of Home Staging</li> <li>▪ Staging and Pre-Listing Inspections</li> <li>▪ Who’s Doing the work and Providing Advice</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 6-1</b></li> <li>▪ Property Showings</li> <li>▪ NAR’s Pathways to Professionalism Best Practices for Showing Property</li> <li>▪ NAR’s Pathways to Professionalism Respect for Sellers / Occupants</li> <li>▪ <b>Key Resource: NAR’s Pathways to Professionalism Document &amp; Resources</b></li> <li>▪ Feedback</li> <li>▪ Buyer Photography Considerations</li> <li>▪ Where Do Buyers Come From?               <ul style="list-style-type: none"> <li>▪ First Step Taken During the Home Buying Process</li> <li>▪ How Buyer Found Real Estate Agent</li> <li>▪ Are They Contractually Represented?</li> <li>▪ Know Your Office Policy</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 16-13</b></li> </ul> </li> <li>▪ Agency Questions</li> <li>▪ 20 Questions From Buyer Agents</li> <li>▪ Questions Listing Agents Should Ask Buyer Agents</li> <li>▪ Take the “Pricing Strategy Advisor” and “Real Estate Negotiation Expert” Courses</li> <li>▪ Price Adjustments</li> </ul>	60
<b>Total Instruction Time</b>	<b>60</b>

*Continued on next page*



**MODULE 8: OFFER TO CLOSING**

Content Outline	Time (Minutes)
<ul style="list-style-type: none"> <li>▪ The Offer Process – Presentation and Acceptance</li> <li>▪ Buyer “Love Letters”               <ul style="list-style-type: none"> <li>○ <b>NAR’s “Window to the Law” Video</b></li> </ul> </li> <li>▪ Reverse Offers</li> <li>▪ <b>REALTOR® Code of Ethics – Article 9</b></li> <li>▪ Presentation Phase Issues</li> <li>▪ <b>REALTOR® Code of Ethics – Article 1 &amp; Standard of Practice 1-6</b></li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-7</b></li> <li>▪ <b>Model Rules &amp; Regulations for an MLS – Section 2.3, Presentation of Offer</b></li> <li>▪ <b>Model Rules &amp; Regulations for an MLS – Section 2.4, Presentation of Counter-Offer</b></li> <li>▪ Offers Presented on Virtual Platforms</li> <li>▪ No Delays in Presentation</li> <li>▪ Additional Barriers to Presentation</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-6</b></li> <li>▪ Confidentiality Agreements</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-13</b></li> <li>▪ Presentation of Multiple Offers</li> <li>▪ Disclosing Multiple Offers</li> <li>▪ Presentation Options of Multiple Offers</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-15</b></li> <li>▪ Competing Offer Terms</li> <li>▪ How to Handle Multiple Offers &amp; The Grid Method</li> <li>▪ Escalation Clauses &amp; Issues</li> <li>▪ Counter-Offer Strategies &amp; Signal Patterns</li> <li>▪ Acceptance Phase</li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 3-6</b></li> <li>▪ <b>REALTOR® Code of Ethics – Standard of Practice 1-7</b></li> <li>▪ Home Inspection Phase</li> <li>▪ The Appraisal Process</li> <li>▪ When it Hits the Fan! – Typical Problems and Issues</li> <li>▪ The Closing Process &amp; Post-Closing Follow-Up</li> </ul>	105
<b>Total Instruction Time</b>	<b>105</b>

<b>REVIEW</b>
---------------

<b>Content Outline</b>	<b>Time (Minutes)</b>
<ul style="list-style-type: none"> <li>▪ Ongoing Professional Development</li> <li>▪ Credentialing Programs from the Real Estate Business Institute (REBI)</li> <li>▪ Professional Development – The Core 4</li> <li>▪ Questions and Take-aways</li> <li>▪ Next Steps and Course Evaluation (QR Code or Print Version)</li> </ul>	:20
<b>Total Instruction Time</b>	<b>:20</b>

**TOTAL HOURS FOR 2-DAY COURSE:**

<b>840 minutes</b>	<b>Total instruction time for course is 14 clock hours based on 60 minute clock hour</b>
--------------------	--

<b>900 minutes</b>	<b>Total time including two 15-minute breaks each day (4 total) would be 15 clock hours</b>
--------------------	---

<b>1,020 minutes</b>	<b>Total time including two 15-minute breaks each day (4 total) and 60 minute lunch each day (2 total) would be 17 clock hours</b>
----------------------	--