

Positioning Properties to Compete in the Market

Positioning Properties to Compete in the Market – Staging (CRS Elective)

**Nov. 5th, 2009 Hawk's View Golf Club, Lake Geneva
9 a.m. to 5 p.m. Cost: \$205**

Instructor: Martha Webb, Author, HGTV Host and Columnist

Staging helps move listings faster for the most money possible by attracting the highest amount of potential buyers. "Positioning Properties to Compete" provides an in-depth look at staging, techniques and ways to integrate it into your practice.

Created by Martha Webb, author and producer of "Dress Your House for Success," you'll learn how to stage like a pro. This course includes over \$100 in marketing tools and products, including materials created specifically for course graduates.

Upon completion of this course, students will be able to:

- Integrate and manage staging in full service real estate.
 - Use dialog skills to help overcome real and perceived barriers to engage sellers in the positioning process and increase confidence in this role.
- Gain the knowledge and expertise to recommend and oversee positioning options that will help a variety of sellers in any market meet their selling goals.

Topics Covered Include:

- Staging techniques and dialog
- Consultative recommendations
- Psychology of color and buyer appeal
- Steps of the staging process
- Competitive PriceGraph – a graphic CMA
- Selling "house" and "home" – advertising copy and photo tips that sell