

Power UP

Prudential Real Estate Sales Convention 2009 | March
Mandalay Bay Resort and Casino · Las Vegas, Nevada | 29 – 31

PRUDENTIAL UNIVERSITY COURSES for Sales Professionals

Can You Hear Me Now?

Developing Respect and Trust with Buyers and Sellers

People won't listen to us if they don't respect and trust us. In today's changing marketplace, consumers are bombarded with opinions from every direction. Learn how to establish realistic expectations with buyers and sellers; counsel sellers on a pricing strategy to take the listing at the right price; and counsel buyers to make better initial offers. It's all about positioning yourself as the marketplace expert.

Whoa, before you get in my car...

How to Keep Unqualified Buyers OUT of Your Car

Buyers who can't buy are a total, complete, absolute, unnecessary, embarrassing waste of time and gas. They need to be ready, willing and able to buy...and bring their checkbook with them. You understand this and your broker agrees. Now how do you explain this wisdom to the buyer? Find out through live demonstrations of straightforward negotiating scripts, based on buyers' priorities. If you are a strong, experienced sales professional, or would like to be, this session is for you.

How to Get Hired by the Expired

Professionalism and differentiation are essential in securing expired listings. Learn how to implement a personal plan of action to prospect, present and close more expired listings. Find out what it takes to be better prepared to analyze the psychology of the expired listing homeowner and make a presentation that provides solutions to their specific needs. You will leave this session with a renewed confidence and new skills to enjoy greater success with the large inventory of expired listings.

Getting Started with REOs and Foreclosures

Looking for tips on getting in the door with asset managers? Need ideas for what to have in every REO listing? Then, come hear about the impact REOs and foreclosures are having on today's market and what the future holds. Our panelists will share real examples of how they got started and have been able to achieve success in this segment of the market.

Sales Professional Discussion Groups

Today's real estate market is as challenging as it's ever been and expanding your knowledge and expertise has never been more important. Get off the sidelines and participate in these high-spirited, casual discussion groups where you will have first-hand interaction with experts on a variety of current and relevant topics. We're offering multiple sessions - so the choice is yours!

Maximizing Online Tools

Marketing 2.0

Get connected with today's consumers. Learn how to leverage the latest technology tools to ramp up your marketing program and push valuable content to buyers and sellers. In this "no geek speak" session sales professionals of all experience levels will learn how to create and implement powerful online tools, such as text messaging, virtual tours and videos for websites, as well as, CDs for "e-wow" tours, and Webcams for video email.

Marketing to First-Time Buyers

It is estimated that 40% of all home buyers are first-time buyers. Make sure you are prepared to "meet them where they are" with the right materials and information to answer their most basic questions. This session will help you understand their needs and create a comfortable environment so you will have a greater opportunity for success!

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PRUDENTIAL UNIVERSITY COURSES for Sales Professionals - *Continued*

Don't Just Get Appointments – Get the Right Appointments

Dealing with Today's Market

How to schedule 20 appointments a month... regardless of market conditions! Learn three easy ways to generate more listing appointments now; how to set more buyer and investor appointments; how to turn your sphere into referral advocates AND, MOST IMPORTANTLY, how to turn the No. 1 question you receive about the market into appointments and business opportunities.

Sellers Only Want SOLD Signs

Negotiating with Sellers

Sellers need you most during STAGNANT markets. That's when they have to take your word for everything because their own plans aren't working. Does your seller want \$500K in a \$300K market? Fat chance that'll happen! Learn negotiating scripts for setting appointments, listing presentations, realistic pricing, performance agreements and offers to purchase. Every negotiating script is demonstrated live. This session is intended for strong, experienced sales professionals – and those who would like to be.

Achieving Success with REOs and Foreclosures

You've been working REOs and foreclosures in your area. Now, learn how to take REOs, foreclosures and short sales to the next level from our expert panelists. They'll share best practices as well as the importance of accurate BPOs. You will leave this session ready to duplicate their ideas in your own marketplace.

How to Make Better Decisions

Avoiding Cognitive Biases

Why do people make bad decisions? Often, it's because they fall victim to common cognitive biases in judgment that distorts decision-making. In this interactive, enlightening session, you'll learn about the psychology of making choices, creative ways to make better decisions and how to negotiate from a position of influence to help you get price reductions, commission increases and accepted offers.

OSA: Are You Bullet Proof?

With Online Seller AdvantageSM sales professionals using words like "bullet proof" to describe their listing presentation successes, are you as confident as you should be? You've heard about OSASM and the value it brings. Now learn exactly how to message it in your listing presentation. Plus, hear creative ways to prospect for listings using this tool.

The New Interactive Web

The Three Cs of Social Networking

Today, you need more than a great website. Explore the Web-based communities making waves in today's marketplace. Learn the ins and outs of blogs, twittering and social networks and what staying connected can do for your business. After this session, you will be able to implement the three Cs of a strong social network profile - content, consistency and contacts.

20 Tools and Technologies to Help You Win in Today's Market

In the past two years the number of Web applications for connecting with the marketplace, serving clients and communicating your value has exploded. These applications are better and cheaper than what you've used in the past. Now is the time to put them to work. This session offers takeaways you can implement immediately. You'll not only get exposed to these new tools and technologies, but gain ideas on how to leverage them in a real estate context. Move past the hype around technology and Web 2.0 to find value.

Marketing and Recruiting With OSA

OSA is the most powerful and exclusive tool in the arsenal of every Prudential Real Estate sales professional. But are you maximizing its power as a strong marketing tool in listing presentations and are you leveraging it when recruiting the best sales professionals in the industry? These panelists have successfully implemented marketing programs that use the strength of this tool both to consumers and to potential top sales professionals. Join in the discussion to share how you have been powering up your business using OSA.

Your Orion

This is the perfect session for residential brokers who do not have a separate commercial franchise, but have varying degrees of active commercial sales professionals. Learn how to recruit and retain commercial real estate sales professionals, provide superior commercial real estate services to clients, receive top-rated commercial training, gain access to a national inventory of commercial real estate listings and help commercial sales professionals close more commercial transactions!



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PRUDENTIAL UNIVERSITY COURSES **for Brokers/Managers**

Coaching Agents to Profitability!

Discover five ways to re-energize and create inspired action from your sales professionals! Plus, learn two ways to leverage excited sales professionals to create more energy and participation in your office! Learn who you should coach, when to coach (but never call it coaching) and who to train and why.

Online Advantage Reality Check

It's time to take another hard look at Online Advantage. Members of the Online Advantage Leaders Group will share how they recognized they were potentially leaving money on the table by not embracing OBASM and OSASM and what their results were once they did. Find out how to shortcut your path to profitability with Online Advantage by learning exactly how these companies implemented the system, and what they've gained from it.

Growing Your Company

Buying Smart

The change in the market means old assumptions and old techniques regarding how companies come together may not work anymore. If you want to grow your business, you need to know: Which opportunities make sense and which ones don't? What is the "big picture"? What are the options for growing market share most effectively? What metrics are important to review? Hear from affiliates who have been successful in growing market share in the face of a tough market and learn how PRERS can help you by facilitating conversations between you and your competitors.

Real Estate Expertise for the Relocation Professional

If you select, train and monitor relocation certified sales professionals, this session is for you. You'll learn how to maximize the real estate expertise of your sales professionals to drive better overall performance for your relocation department. Hear counseling techniques, feature-benefit presentations and pricing methods aimed at increasing Marketing Assistance capture rates, improving BMA variance, decreasing days on market and increasing Amended Value sales. You will walk away with ideas and tools to support you in coaching your team to peak performance.

Real Estate, the Next Generation

Strip away all of the old clichés and assumptions about how real estate should be done and learn to implement a new approach to the practice of real estate in your company. Learn to develop a modern strategy that finally helps your business evolve and succeed today and in the market of tomorrow. It isn't about fixing today's brokerage strategies, it's about planning to compete in a consumer-centric, tech-savvy and quality-centric world by understanding the modern buyers and sellers.

Broker/Manager Discussion Groups

Being profitable and successful is as challenging as ever in today's market. Expanding your knowledge and sharing best practices with other successful brokers and managers has never been more important. Get off the sidelines and participate in these high-spirited, casual discussion groups where you can have first-hand interaction with "experts" on a variety of current and relevant topics. We're offering multiple sessions – so the choice is yours!