



2011 Lipsey School of Real Estate - 2-Day Curriculum

DAY 1

Module 1	eTools
1.1.....	Contact Management System
1.2.....	Financial Analysis
1.3.....	Recommended Websites
1.4.....	Research Tools
1.5.....	Bakke Lipsey ePricing Vacancy
Module 2	Schedule your Success
2.1.....	What to Measure
2.2.....	Art of Delegation
2.3.....	Assigning Responsibilities
2.4.....	Annual Financial Goals, Reduced to Daily Activities
2.5.....	Reverse Time Management
Module 3	Advanced Marketing
3.1.....	Emerging Industries
3.2.....	Methods of Contact
3.3.....	Marketing Programs that Work
3.4.....	“Best Database Wins”
Module 4	Plugging In
4.1.....	Personal Involvement
4.2.....	Community Involvement
4.3.....	Non-Real Estate Association Involvement
4.4.....	Real Estate Association Involvement
Module 5	Social Networking
5.1.....	Interpersonal Social Skills
5.2.....	Using eSocial Networking
5.3.....	Property Website
Module 6	Continuous Improvement
6.1.....	Which Designations, and When
6.2.....	Understanding the Four Quadrants
6.3.....	Continuous Learning



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DAY 2

Module 7	Team Brokerage
7.1.....	Role on Team
7.2.....	Skill Inventory
7.3.....	Business Development VS Transaction Management
7.4.....	Increasing Responsibilities and Earnings
Module 8	Selling by Phone
8.1.....	Target Marketing
8.2.....	Getting Past the Gatekeeper
8.3.....	Engage Prospect
8.4.....	Set the Meeting
Module 9	Best Practice for Tours
9.1.....	The Tour Team
9.2.....	10 Step Approach
9.3.....	Feature & Benefits
9.31.....	Owner
9.32.....	Property
Module 10	Business Development Skills for Today's Practitioners
10.1.....	Client Discovery / Needs Analysis
10.2.....	Questioning Techniques
10.3.....	Handling Objections
10.4.....	Closing Techniques
Module 11	Review of Today's Best – Best Practices
11.1.....	Winning More Tenant Rep Assignments
11.2.....	Performance Leasing
11.3.....	Performance Listing
11.4.....	Presentations that Win
Module 12	Negotiation
12.1.....	Tactics
12.2.....	Settlement Range
12.3.....	Strategies for Leverage