



PRICING IT RIGHT!

\$30 for members
of ANY
association

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Karen Easton is a
Senior CAR Instructor
and practicing
REALTOR®.

Refreshments
provided by Jacob
Haddan of Freedom
Financial Services



February 6, 2012
9:00am-12:00pm
3 CE Credits

Taught By
Karen Easton

*Educate Sellers to Select YOU Because of
Your Competence, not Because of a Higher
Asking Price*

Class Highlights:

- Common commission objections
- Presenting a CMA that helps sellers understand the value of pricing the property correctly
- The effect of overpricing
- Present absorption rates
- The principle of substitution
- Value of improvements
- Value of buying up in a down market



To register please email communications@derarealtors.com

For the courtesy of the Instructor and to have
ample course preparation time for materials,
PLEASE PRE-REGISTER.

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