

Get your RENE (Real Estate Negotiation Expert (RENE) Certification

LOADED WITH 16 Elective Con-ed Credits and CE Marketplace Certified



An Elective for the ABR, SRS, and CRB Designation/Certifications

Date: Thursday and Friday, September 14 and 15, 2017.

Time: Sign-in, books and seating: 8:30am. Class: 9:00am – 4:30pm, both days

Location: Isabella Community Credit Union, 2400 S. Isabella Road, Mt. Pleasant, MI 48804.

Course Description

This Course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client including real-world field scenarios to help negotiators apply the power tools, techniques and tactics in real estate. You will soon realize that the "win-win" objective is merely a perception. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

Learning Objectives

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties.

- When and how to negotiate. Craft a plan/strategy for any negotiation
- Recognize patterns and tactics being utilized
- Adjust your communication style to achieve optimum results with any party in the transaction
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through e-mail and other media
- Review some of the tips and tools professionals need to master
- Understand the tactics, techniques and power tools and how to recognize them being done
- Practice putting them in action through real-world field scenarios

Requirements to achieve your RENE Designation:

1. Submit the Application with non-refundable \$159 one-time credentialing fee (there are no recurring annual dues or membership).
2. Remain a member in good standing with the NAR.

PRE-REGISTRATION AND PAYMENT REQUIRED - LIMITED SEATING – Special price of \$249.00

Call: 989-773-2564.



Instructor Rick Conley of Real Estate Education Services, Inc., has over 27 years of residential real estate and teaching experience. Rick has earned an excellent reputation providing NAR/REBAC/CRB designation and certification courses and is the leading instructor in Michigan. Rick's strives to engage his students in practical open forum maintaining interest for a positive and lasting experience and promotes himself as an ongoing resource for all students.

SRES, ePRO, ABR, GREEN, SFR, SRS, GRI, HAFSA, RENE, Broker, and REBAC Hall of Fame recipient.