



RB729- Buyer Strategy Session: Getting Results with Service & Knowledge

Course No. 564003875
3 Hour Elective Class

Course Description:

Today's buyers are savvy—but often overwhelmed – and even more often don't have accurate information. They don't need a chauffeur. They need a confident professional who can guide them through one of the most important decisions of their lives. This course challenges agents to re-think the way they serve buyers by shifting from "door opener" to strategic advisor. We'll cover how to communicate your true value, deliver outstanding service from first contact to closing, and help buyers make smart, informed decisions—while navigating compensation issues and expectations. Whether your buyer is a first-timer, a downsizer, or just drowning in online listings, you'll learn how to lead with clarity, earn trust, and deliver real results.

LOCATION:

THREE RIVERS ASSOCIATION OF REALTORS®

2531 DIVISION ST.
SUITE 102
JOLIET, IL 60435

**Register online at www.trarealtors.net or
call the TRAR office at (815)744-4520**



With Instructor:
Lynn Madison

October 22, 2026

9:00 AM-12:00 PM

COST:

\$0.00 for Members
\$35.00 for Non-Members

*Payment is required at registration.

** If registrant cancels within 48 hours of class or is a no show, they will be assessed a \$25.00 cancellation fee.

If you require special accommodations due to a disability, please contact Hailey@trarealtors.net to describe the accommodation.