

# CLASSES BY **JIM REMLEY**

**KEYNOTE | BREAKOUT | HALF DAY | FULL DAY**

## **Merchandizing Listings - How to Price, Package, and Position Listings to Sell Quickly**

- Search Engine Pricing Strategies
- Price Band Models and Straddling Markets
- Trend Based Pricing VS Comp Based Pricing
- 7 Surprisingly Simple Scripts to Discuss Price with Sellers
- Snapback Pricing - Feedback Loops to Drive Price Conversations
- Storyboarding Your Listing
- Emotional Ad Writing
- The Director's Chair - Staging the Home
- Red Flags - Repositioning Quickly

## **The Language of Influence - How to Motivate Buyers and Sellers to Take Action**

- Predicting Change - How Patterns Influence Decisions
- The Five Layers of Decision Making
- Positioning to be the "Trusted Advisor"
- Written, Spoken, and Seen - Information Strategies
- Social Proof, Influencers, and the Age of "Visibility"
- Buyer Perceptions VS Seller Perceptions
- 10 Critical Conversations - The Language of Sales
- The NET Effect: Normalizing, Empathizing, and Training
- Stacking and Gift Bagging

## **The Commodity Exchange - How to Capture, Convert, and Cultivate Leads into Closings**

- The Lead Bomb - The Coming Online Lead Collapse
- Speed to Lead and the Follow Up Gap
- Behind the Keyboard & Phone - Who is Contacting You and Why?
- The Power of Curiosity and How it Can Power Conversion
- The Commodity Exchange Theory
- The Trifecta - Phone, Text, Email Conversion Strategies
- Video Based Follow Up Strategies
- The FLAG Follow Up Technique
- Artificial Intelligence - Robot Conversion and You



**JIM'S BIO**

**PRICING**

**REVIEWS**

**WEBSITE**



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## **10 Minutes to Kill - How to Nail Your Next Listing or Buyer Presentation**

- The Power of Pre-Listing Kits
- Social Proof and Recommendations
- Measuring Your Digital Footprint
- Success Portfolio's - Stop Selling and Start Showing
- Differentiation - Features VS Benefits
- Your Market, Company, & Personal Statistics
- Proprietary Process - The Ultimate Sales Advantage
- Story Telling - Creating Resonance
- The Questions - The Top 10 List for Buyers and Sellers
- Active and Reactive Listening Techniques

## **The Top Ten Lead-Gen Techniques of Real Estate Titans**

- The Algorithm of Sales
- Establishing Sales Funnels - The 5 Step Model
- The Hot Zones - Narrow Casting for ZMOT
- The Niche Markets - Estates, Divorce, Delinquency
- Serial Clients - Builders, Investors, Developers, Rehab
- The Now Market - FSBO's & Expired Listings
- Geographic & Demographic Farming - Big Data - Big Results
- Business to Business - Concierge Services
- Mailings 1% to a Net Million Dollars
- Social Media - The New CRM
- Video Engagement - The Dr. Phil Approach
- Artificial Intelligence - Robot Conversion Strategies

## **1000 True Fans - Sphere of Influence Strategies of Real Estate Superstars**

- Measuring Your Powerbase Against Your Financial Performance
- 8 Scripts to Instantly Begin Adding People to Your Sphere
- 15 Scripts to Network Like a Real Estate Superstar a
- Five Simple Steps to Host Your First Real Estate Client Appreciation Event
- How to Create a "VIP" Program to Supercharge Real Estate Referrals
- 10 Killer Scripts to Use Every Day to Ask for Real Estate Referrals
- Recommendations and Referrals the Power of Reciprocity
- How to use the Power of Your 'Celebrity' Endorsement
- The 7 Level Contact Matrix of Real Estate Superstars
- Humanizing Automated Systems for Incredible Results

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