**Accredited Buyer Representative**  
**$219** | **15-HOUR ELECTIVE CE**  
**$318** | **ABR ELECTIVE PROGRAM** | **SAVE $20**

- Learn how to use the buyer representation agreement  
- Understand retainer fees, hourly fees, transaction fees  
- Earn confidence in your client-level services to your buyers  
- NAR® Recognized Designation

**Choose an Elective for 23-Hour CE Program**  
- New Home Construction  
- Military Relocation Professional  
- Pricing Strategies: Mastering the CMA  
- Marketing Strategy and Lead Generation

**New-Home Construction and Buyer Representation:**  
**The Professional, Product, Process**  
**$119** | **8-HOUR ELECTIVE CE | ABR ELECTIVE**

Learn how to find new home sales business, understand how the new-home sales processes work and the type of services the buyer needs.

- Gain an appreciation for the business of new homes from the perspective of the builder and sales representative  
- Describe the role and responsibilities of the buyer’s representative when the buyer client pursues new-home construction  
- Explain how new homes are constructed from ground-breaking to walkthroughs, inspections, and closing

**Military Relocation Professional**  
**$119** | **8-HOUR ELECTIVE CE | ABR ELECTIVE**

This course focuses on working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support. Learn how to provide the services that meet the needs of this niche market and win future referrals.

**Please see website for experience and application requirements:**  
www.ChampionsSchool.com/real-estate/designations/mrp/
DESIGNATIONS & CERTIFICATIONS

Pricing Strategies: Mastering the CMA
$119 | 8-HOUR ELECTIVE CE | ABR ELECTIVE

Designed for Real Estate professionals of all experience levels. Whether working with buyers or sellers, the National Association of REALTORS® Pricing Strategy Advisor (PSA) certification is designed to:
- Improve your skills in creating CMA's
- Pricing properties
- Understanding home values
- Working with appraisers

CHAMPIONS LIVE

Schedule
Jul 17 - Fri
Sep 18 - Fri

PSA: 08-00-091-33058

Seller Representative Specialist
$219 | 15-HOUR ELECTIVE CE | ABR ELECTIVE

Increase listings and grow your business. Demonstrate and communicate your value to seller clients. Agents will also be required to successfully complete one SRS elective courses and proof of three completed transactions in which the agent acted solely as a sellers representative.

CHAMPIONS LIVE

Day 1 and 2 Schedule
Jul 20 - 21 Mon/Tue
Aug 12 - 13 Wed/Thu

SRS: 15-00-022-32071

Certified Home Marketing Specialist
$219 | 8-HOUR ELECTIVE CE

Created by Martha Webb, author and producer of Dress Your House for Success, this course incorporates staging concepts and strategic marketing designed to create an increased level of real estate expertise—from dialogue that motivates sellers to ads and photos that motivate buyers.
- Address difficult issues – clutter, cleanliness, odors, pets
- No and low-cost staging techniques with big impact
- Color and buyer appeal
- Effective ads and improve photos that sell

CHAMPIONS LIVE

Schedule
Jul 24 - Fri
Aug 21 - Fri

CHMS: 08-00-060-34739
DESIGNATIONS & CERTIFICATIONS

Marketing Strategy and Lead Generation
$119 | ABR ELECTIVE

Real estate professionals know how critical it is to employ a creative and memorable marketing approach to generate leads, while clearly communicating services and value based on the buyer’s needs and expectations. What is the best way to strike this balance? Do the same strategies work for different target markets?

This one-day course explores both traditional and cutting edge strategies to strengthen the real estate professional’s marketing efforts and take them to the next level. The course also examines various tools and technologies available to maximize lead generation and market impact.

The Marketing Strategy and Lead Generation Course counts as one REBAC elective course to be applied towards the ABR® Designation.

Course Goals:
• Understand and demonstrate your value to today’s buyer.
• Acquire the skills and resources to succeed as a buyer’s agent in a dynamic real estate market
• Help buyers find the right property at the right terms and price in both buyer’s and seller’s markets.

Real Estate Negotiation Expert
$219 | 15-HOUR ELECTIVE CE

In this NAR® Certification, agents will improve their negotiating skills and learn about behind-the-scenes issues and how to deal with them. Also learn how to handle a wide range of personalities and situations and how to sort out the competing objectives of the parties involved in a transaction.

Seniors Real Estate Specialist
$219 | 15-HOUR ELECTIVE CE

By earning the SRES® Designation, a REALTOR® has demonstrated necessary expertise to counsel senior clients through major financial and lifestyle transitions involved in relocating, refinancing or selling the family home.