

# *Real Estate Presentation Cleaning Course Syllabus*

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## **Module 1: Get SMART with Your Goals!**

- 1.1 Take Your Goals to the Next Level
- 1.2 Alice Needs a SMART Goal
- 1.3 Alice Needs Accountability

## **Module 2: The Trust Curve**

- 2.1 Real Marketing
- 2.2 The Specialist

## **Module 3: Overview of Real Estate Cleaning**

- 3.1 Three Points to Success
- 3.2 Making Them Look Good
- 3.3 They Need You
- 3.4 The Sale-Ready Presentation  
Cleaning

## **Module 4: Climbing the Trust Curve**

- 4.1 Creating Your Special-List
- 4.2 Profile to Win
- 4.3 Profile to Win II: REPC Bonus

## **Module 5: Learn the Language**

- 5.1 The Model Home
- 5.2 Language of the Presentation  
Cleaning Specialist
- 5.3 Real Estate Cleaning Specialist's  
Sales Funnel
- 5.4 The Realtor's Sales Funnel

## **Module 6: Using the Phone as a Filter**

- 6.1 Time to Connect with Your ABC  
List
- 6.2 The Realtor Call
- 6.3 Calling the Emotional Seller
- 6.4 Getting Your Price into the Ballpark

## **Module 7: The Art of the Estimate**

- 7.1 Prepare Yourself
- 7.2 The Walk Through
- 7.3 Odor Remediation Strategy

## **Module 8: Closing the Sale**

- 8.1 Creating Options
- 8.2 Writing the Proposal
- 8.3 The Specialist's Art of the 3-in-1  
Close

## **Module 9: Reaching the Top of the Trust Curve**

- 9.1 Closing the Feedback Loop
- 9.2 Creating Options
- 9.3 Course Conclusion