

Real Estate Presentation Cleaning Course Syllabus

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

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 The Real Estate Office Presentation
- 9.3 Reaching the Top of the Trust Curve
- 9.4 Course Conclusion