



Accredited Buyer Representative (ABR®) Course

The benchmark of excellence in buyer representation.

The cornerstone of buyer representation education, this comprehensive course covers this specialty top to bottom. Course enrollment includes a **free** [REBAC](#) membership for one year.

Course Credit: One of the requirements needed to earn the [ABR® Designation](#) and the [ABRMsm Designation](#).

Course Duration: 2 Days

Course Dates and Locations: Visit www.CourseCalendar.com to see where and when this course is being offered.

Take the ABR course online: The ABR course is also available online. [Click here to take the ABR course online](#) at your convenience 24 hours a day, seven days a week. You can preview the first online module for free before purchasing the entire online ABR course.

ABR® Course Objective

The overall goals of the ABR® Designation course are to educate and prepare buyer's reps to provide the kind of service and fidelity to buyers that sellers have always enjoyed, and to offer methods for building your buyer representation business. In each Course Module, you will examine a different topic, and together they create a comprehensive guide to help you become an effective, efficient—and profitable—buyer's representative.

After completing this two-day course and successfully passing the exam, you will have achieved ABR® Candidate status, a three-year period during which you must fulfill the [ABR® Designation requirements](#) to earn your ABR® Designation.

ABR® Course Outline

The ABR® course contains four modules and an appendix. Below is a topical outline of the ABR® course.

Module 1: Agency - Theory and Practice

- I. Objectives
- II. History of Real Estate Timeline
 - Real Estate's "Culture of Cooperation"
 - Evolution of Buyer's Representation
 - Identifying advantages for buyer representation
- III. Agency Relationships in a Real Estate Transaction
 - Parties to agency relationships
 - Subagency and its decline
 - Group Activity 1-1: Duties to Clients
 - Fiduciary/statutory duties to a principal/client
 - Responsibilities to a customer
 - Group Activity 1-2: Duties to the Client
 - Group Activity 1-3: Responsibilities to Customers
 - Potential penalties for breach of fiduciary duties

IV. Relationships Between Real Estate Brokerage Companies and Consumers

V. Office Policy, Standard of Care and Risk Management

- Group Activity 1-5: Office Policy Case Studies
- Brokerage relationships
- Individual Activity 1-6: Your Office Policies

VI. Creating an Agency Relationship

- Express agreement
- Implied agreement
- Group Activity 1-7: Creating Agency Relationships

VII. Agency Conflict

- Controversy
- Vicarious liability
- Group Activity 1-8: Vicarious Liability
- Imputed (assumed) knowledge
- Group Activity 1-9: Imputed Knowledge
- Imputed notice

VIII. NAR's Policy on Agency Disclosure

- Timely
- Group Activity 1-10: Timeliness Requirement
- Meaningful
- Written

IX. Risk Reduction Tips for Module 1

X. Module 1 Review

XI. Module 1 Self-Assessment Questions

Module 2: Service Delivery

I. Objectives

II. How We Work With Buyers

- Group Activity 2-1: Identifying the Level of Service

III. Buyer Services Provided in a Real Estate Transaction

IV. Five main stages in a real estate transaction

- Comparing services provided to clients and customers
- Group Activity 2-2: Making Customers Your Clients
- Individual Activity 2-3: Identifying the Level of Service
- Services Buyers Want

V. Reasonable Care and Diligence to Protect the Buyer-Client

VI. Properties

- Group Activity 2-4: Identifying Information About Properties
- Resources to find properties

VII. Recognizing Conflicts of Interest

- Single Agency
- Group Activity 2-5: Single Agency
- Disclosed dual agency
- Group Activity 2-6: Dual Agency and Conflicts of Interest
- Group Activity 2-7: Dual Agency and Servicing the Client

- Group Activity 2-8
- Handling unique circumstances

VIII. Changing an Agency Role

IX. Risk Reduction Tips for Module 2

X. Module 2 Review

XI. Module 2 Self-Assessment Questions

Module 3: Buyer Consulting Services

I. Objectives

II. Understanding Services and Protecting the Broker

- Common Provisions in a Buyer Representation Agreement
- Paying the Brokerage Fees

II. Building Your Buyer Representation Business

- Group Activity 3-1: Identifying buyers' needs for representation
- Locating qualified buyers
- Reaching out to potential clients
- Using your ABR® designation to build your business

IV. Marketing Strategy

- Individual Activity 3-2

V. Initial Meeting with the Buyer

- Developing a buyer counseling session
- Group Activity 3-3: Preparing for your presentation
- Presenting yourself to the buyer
- Interview and presentation strategies
- Buyers to avoid

VI. Fair Housing and the Buyer's Representative

- Group Activity 3-4: Who is Protected by Fair Housing Laws

VII. Which Law Prevails?

- Market diversity
- How will you handle it if the buyer says:
- Statement of fair housing policy
- Fair housing self-assessment questionnaire

VIII. Maintaining Your Buyer Representation Business

- Understanding your market as it changes
- Group Activity 3-5: Expanding your services

- IX. Risk Reduction Tips for Module 3
- X. Module 3 Review
- XI. Module 3 Self-Assessment Questions

Module 4: Offers and Negotiation

- I. Objectives
- II. Working Towards a Purchase Contract

- Protecting the buyer-client's interests through the negotiating process
- Presenting your buyer-client's offer to a seller-customer

III. Negotiating as a Buyer's Representative

- Negotiating opportunities
- Tips for successful negotiations
- Creating a negotiating strategy that tilts the scales in your buyer-client's favor
- Assessing your buyer's negotiating position checklist
- Group Activity 4-1: Negotiating Scenarios

IV. Adhering to the REALTORS® Code of Ethics

V. Risk Reduction Tips for Module 4

VI. Module 4 Review

VII. Module 4 Self-Assessment Questions

Appendix

- I. Recommendations of the Presidential Advisory Group on the Facilitator
- II. Risk Reduction Review
- III. Court Cases
- IV. Stigmatized Property

- AIDS Disclosure
- Other Stigmas
- Reducing the legal risks with stigmatized properties

V. Niche Marketing

- Auctions
- Relocation

VI. Forms/Checklists

- Determining the Buyer's Negotiating Position
- Determining the Level of Service Desired
- Fair Housing Self-Assessment Questionnaire

VII. Resource Reference

VIII. Statistical Data

End of outline

Below are three programs which are electives which will satisfy the completion of the classroom requirement for your ABR Designation.

Each of these elective programs is a single full day program...sometimes sponsors may offer one of these as a third day to the two day ABR program.

J. C. Melvin is certified to deliver the two day ABR Program as well as any of the electives listed below.

- 1. Effective Negotiating for Real Estate Professionals:
BONUS = This program also earns credits towards the Woman's Council of REALTORS - PMN designation.**
- 2. Successful Buyer Representation In New Home Sales.**
- 3. Successful Relocation Representation.**

Effective Negotiating for Real Estate Professionals

Course Credit: Counts as one of the three designation courses required for the **Performance Management Network Designation**. This is a new curriculum course and will satisfy the designation transition for current LTGs. This course also counts as one REBAC elective course to be applied towards the ABR® designation.

Course duration: 1 day

Effective Negotiating for Real Estate Professionals Course
Objectives

In this course, we will be examining the main types of negotiating. As a result of completing this course, you will be able to:

- Differentiate between the main negotiating practices
- List specific steps in the Positional Bargaining and Value Negotiating processes
- Select the appropriate negotiating practices based on specific negotiating circumstances
- Apply processes of positional bargaining and value negotiating during role playing activities and case scenarios
- Identify factors that could lead to impasse
- Overcome barriers in a negotiation that otherwise would lead to impasse

Effective Negotiating for Real Estate Professionals Course Outline

Module 1: Overview of Negotiation: Why People Negotiate

- I. Why people negotiate
- II. When the other side won't participate
- III. Types of negotiating
- IV. Introduction to positional bargaining
- V. Introduction to value negotiating

Module 2: Positional Bargaining

- I. What is positional bargaining?
- II. Process of positional bargaining
- III. Preparation for positional bargaining
- IV. Participation in positional bargaining
- V. Evaluation of positional bargaining
- VI. Risks of positional bargaining

Module 3: Value Negotiating

- I. What is value negotiating?
- II. Process of value negotiating
- III. Preparation for value negotiating
- IV. Participation in value negotiating
- V. Evaluation of value negotiations
- VI. Risks of value negotiating

Module 4: Breaking Impasse

- I. Decision makers in a negotiation
- II. Negotiations by a representative
- III. Difficulties individual styles can bring to the negotiations

Toolkit

- Interest based negotiations worksheet - client
- Interest based negotiations worksheet - other representative
- Interest based negotiations worksheet - others
- Journal entries
- Preparation for value negotiating

Course Credit: Counts as one [REBAC](#) elective course to be applied towards the [ABR designation](#).



Course Duration: 1 Day

Course Dates and Locations: Visit www.CourseCalendar.com to see where and when this course is being offered.

Take the New-Home Sales course online: The New-Home Sales course is also available online. [Click here to take the New-Home Sales course online](#) at your convenience 24 hours a day, seven days a week. You can preview the first course module for free before purchasing the entire online course.

To keep pace with a changing real estate market, buyer's representatives need to find new buyers to serve and new services to bring them. One important, if difficult, growth area is new-home sales—buyers who are searching for a newly constructed or yet-to-be-constructed home. Unlike conventional home buyers, these buyers are generally less knowledgeable about real estate than the home sellers are, since the sellers of new-homes are developers. Because of the special complexities of a new-home purchase, these buyers are in need of representation and counseling.

Unfortunately, their situation is also more complicated than that of a conventional buyer. To serve a new-home buyer, a buyer's representative needs to know how the development and new-home sales processes work, as well as what kinds of services a buyer needs. Then, of course, one needs to know where and how to find new-home sales business.

This course consists of five modules to address what a buyer's representative needs to know in order to succeed at representing buyers in the new-home sales market.

Successful Buyer Representation in New-Home Sales Course Objectives

The overall goals of the ABR[®] Designation course are to educate and prepare buyer's reps to provide the kind of service and fidelity to buyers that sellers have always enjoyed, and to offer methods for building your buyer representation business. In each course module, you will examine a different topic, and together they create a comprehensive guide to help you become an effective, efficient—and profitable—buyer's representative.

Module 1 Objectives

- Identify types of residential builder and product
- Summarize the new-home development process
- Describe the new-home purchase transaction
- Identify unique features of new-home sales

Module 2 Objectives

- Characterize builders
- Characterize builders' sales representatives
- Characterize new-home buyers
- Identify ways to build productive relationships with builders, sales representatives, and buyers

Module 3 Objectives

- Apply a service philosophy for new-home buyers
- Determine a new-home buyer's wants and needs

- Match builders and homes to a buyer's needs
- Assist a buyer in looking at new-homes
- Help a buyer evaluate builders, subdivisions, and homes

Module 4 Objectives

- Describe pre-offer preparation and research
- Assist a buyer in the contracting process
- Identify important monitoring services for the build cycle
- Assist a buyer at closing and beyond

Module 5 Objectives

- Identify ways of generating new-home sale buyers
- Plan a marketing and selling message
- List buyer benefits of new-home sale representation services
- Identify elements of a marketing plan

Successful Buyer Representation in New-Home Sales Course Outline

Module1: How the Single Family New-Home Sales Market Works

I. Builders And Their Products

- Custom Home Builders
- Production (Inventory) Home Builders
- Discussion Question

II. The Development Process

- Subdivision pre-development
- Discussion Question
- Complete home plan
- Discussion Question
- Get permit
- The Build Cycle
- Discussion Question
- Building Inspection Checklist
- Discussion Question

III. The Purchase Transaction

- Contracting and Closing
- Financing
- Small Group Activity - What's so Special About New Homes?

IV. Unique Features Of New-Home Sales

- Selling what does not exist
- Specialized skills and knowledge
- Discussion Question

Module 2: Building Relationships with Sellers and Buyers

I. Builders

- Business Characteristics
- Attitudes and Expectations
- Relationship Guidelines

II. The Builder's Representative

- The Role of the Builder's Representative
- Relationship Guidelines
- III. The Buyer**
 - Agency and other Brokerage Relationships
 - The Representation Agreement
 - Profile of a New-Home Buyer
 - New-Home Buyer Concerns
 - Group Activity: Who Cares About What?

Module 3: Serving the Buyer's Homefinding Needs

- I. Your Service Philosophy**
 - Discovering needs
 - Advising
 - Managing Relationships
 - Group Activity: What Does the Buyer Want?
- II. Matching Buyer, Builder, and Subdivision**
 - What Does the Buyer Want?
 - Developing the Prototype Home
 - Tracking subdivisions
 - Subdivision Profile
 - Matching Prototype to Builder and Subdivision
- III. Showing and Evaluating Homes**
 - Registration
 - Discussion Questions
 - Showing Homes With the Builder's Representative
 - Evaluating Candidate Homes

Module 4: Serving the Buyer's Transaction Needs

- Discussion Maximizing Your Value
- I. Pre-Offer Preparation and Research**
 - Caveat
 - Subdivision Research
 - Transaction Documents
- II. The Offer**
 - Price and Terms
 - Deposits
 - Contract issues
 - Builder's performance
 - Contingencies
 - Acceptance
- III. Service During and After the Build Cycle**
 - Inspections
 - Quality control
 - Progress documentation
 - Closing and Post-closing

Module 5: Marketing Your Services

- I. **Three Steps for Generating Business**
- II. **Formulating Your Message**
 - Tips For Developing Your Message
 - Group Activity
 - Why You Should Hire Me?
- III. **Getting the Word Out**
 - Your Marketing Plan
 - Promotional Programs
 - Discussion Question
 - Discussion Question
 - Making Presentations
- IV. **Final Thoughts**

Appendix

- I. **The Content of a Public Offering Statement**
- II. **Toolkit**
 - Building a Home- Phases
 - Building Inspection Checklist
 - Existing/New Home Differences – Worksheet
 - Buyer Needs Qualification Questionnaire
 - Buyer's New Home Prototype Worksheet
 - Subdivision Profile
 - Why should you hire me as your new home buyer representative
 - Why should you hire me as your new home buyer representative - suggestions

End of outline

Successful Relocation Representation

Course Credit: Counts as one [REBAC](#) elective course to be applied towards the [ABR designation](#).



Course Duration: 1 Day

Course Dates and Locations: Visit www.CourseCalendar.com to see where and when this course is being offered.

Take the Relocation course online: The Relocation course is also available online. [Click here to take the Relocation course online](#) at your convenience 24 hours a day, seven days a week. You can preview the first course module for free before purchasing the entire online course.

To keep pace with a changing real estate market, buyer's representatives need to find new buyers to serve and new services to bring them. One important growth area is relocation—buyers who are transferred by an employer or who move to take up employment. Relocation buyers have all the concerns of all other buyers, plus the added stress associated with moving

to an unfamiliar area. They are often in desperate need of representation and counseling. To best serve a transferee, a buyer's representative needs to have a thorough understanding of the relocation process as well as the specialized services transferees' needs. Working within the relocation process, relationship building and marketing your new niche are just a few central skills examined in this course.

Successful Relocation Representation Course Objective

Module One Objectives:

- Describe how the relocation business has evolved to its current state
- Explain the relocation process in third-party, corporate/broker, and transferee/buyer's rep transactions
- Identify the roles and expectations of parties in a relocation transaction
- Describe compensation methods

Module Two Objectives:

- Outline basic legal responsibilities in representing relocation clients
- Identify the relocation requirements of corporate transferees
- Identify the relocation requirements of relocation companies and corporations
- Identify ways of developing effective relationships with transferees, relocation companies and corporations

Module Three Objectives:

- Prepare to represent a transferee in a relocation
- Identify a transferee's relocation needs
- Orient a transferee to a new community
- Describe a basic method of locating a new home for a transferee
- Assist a transferee in completing a relocation

Module Four Objectives:

- Assess relocation representation opportunities
- Identify ways to market relocation services
- Develop a personalized relocation marketing plan

Successful Relocation Representation Course Outline

Module 1: How Relocation Works

I. A Brief History Of The Relocation Business

- What Is "The Relocation Business?"
- The Beginning: Home-finding Services and Referral Networks
- The Advent of Equity Liquidation Services
- The Third-Party Relocation Company
- The Modern Setting
 1. Consolidated, Mature Relocation Companies
 2. Referral Networks
 3. In-House Relocation Departments
 4. Third-Party Relocation Capability within the Brokerage Franchise

II. The Buyer Representative's Market Segments

- Third-Party (Relocation Company) Relocations
 1. Transaction Flow Chart
 2. Interactions of the Parties
 3. Roles And Relationships

- Corporation/Broker Relocations
 1. Transaction Flow Chart
 2. Interactions of the Parties
 3. Roles And Responsibilities
 - Transferee/Broker Relocations
 1. Transaction Flow Chart
 2. Interactions of the Parties
 3. Roles And Relationships
- III. Inside A Third-Party Relocation Transaction**
- The Employee Becomes a Transferee
 1. The Benefits Package
 - The Relocation Company Initiates The Move
 1. Counseling
 2. Start-Up Actions
 - Selling The Residence
 1. Processing the Listing Referral
 2. Determining Initial Representation
 3. The Buyout Package
 4. Closing and Reporting
 - Purchasing The New Home
 1. Preparations
 2. The Home Search
 3. Closing the Transaction and Moving In
 4. Financial Reconciliation
 - Compensation
 1. Relocation Company Compensation
 2. Relocation Department Revenue
 3. Licensee Compensation

Module 2: Building Relocation Relationships

- I. The Transferee Relationship**
- Fiduciary Duties
 - Representation Agreements
 1. Standard Agreements
 2. Custom Agreements
 - Profile of the Corporate Transferee
 - Your Service Philosophy
- II. The Corporation Relationship**
- What Does the Corporation Require?
 - What Does the Corporation Expect?
 - The Buyer Representative's Corporate Relationship
 1. Potential Conflicts
 2. Some Do's and Don'ts
- III. The Relocation Company Relationship**
- What Does the Relocation Company Require?

- What Does the Relocation Company Expect?
- The Buyer Representative's Relocation Company Relationship

Module 3: Providing Superior Service

- I. Preparations**
 - Initiating the Transferee Relationship
 - Pre-qualifying
 - Preparing a Guidebook
 - Previewing Inventory
- II. Uncovering The Transferee's Needs**
 - Ascertain Needs Over Time
 - Be Flexible
 - Let Transferees Qualify Themselves
- III. Finding The Right Home**
 - Showing a Community
 1. Preparations
 2. The Tour: Phase One
 3. The Tour: Phase Two
 - Selecting a Property
 1. Show and Inform
 2. Counsel to "Buy Right"
- IV. Representing The Transferee To Closing**
 - Negotiating an Offer
 - Making Sure it Closes
- V. Assisting In The Aftermath**
- VI. Servicing Tips**

Module 4: Developing a Marketing Strategy

- I. Identifying Your Relocation Niche**
 - Self-Assessment and Market Assessment
 1. Personal Factors in Relocation Representation
 2. Market Factors: Is It Worth It?
 - Opportunities to Specialize
 - Specialization Tips
- II. Marketing To Relocation Segments**
 - Third Party Relocation Companies
 1. Targets
 2. Marketing Messages for Relocation Companies
 3. Marketing Tactics for Relocation Companies
 - Corporations
 1. Targets
 2. Marketing Messages for Corporations
 3. Marketing Tactics for Corporations
 - Individual Transferees
 1. Targets

2. Marketing Message for Individual Transferees
3. Marketing Tactics for Individual Transferees

III. Your Marketing Plan

IV. Final Thoughts

End of outline
