



REALTOR® UPDATE

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The 2010 Master Series Real Estate Practice Nuts & Bolts

#4 Elements of a Powerful Listing

Discussion Points

Before a Listing:

Prospecting and how much we hate that word.
Where the listing comes from and who to thank.
Be prepared. Asking questions before you meet,
what to bring. When to walk away

During a Listing:

How you sell yourself, listening skills, telling stories,
gaining trust. Creating value
After; now the work begins, staying in touch with seller
and selling agent, continuing to build relationships.

Friday, September 10th
10AM - 11:30AM

Master Instructors:

Diane Verducci - Pacific Union
&
Gene Della Maggiora –The Grubb Co.

*Snacks for this event will be provided by
Kenny Leather with Princeton Capital*

Cost: \$10

To register call the B.A.R. office at 510.848.4288

*Brought to you by B.A.R.'s Education and
Professional Development Committee*



Charlie Krackeler Presents .., Inc.

Street Smart Negotiating Skills

Wednesday, September 1, 2010

9AM - 3PM @ the B.A.R.

This Seminar will Cover:

- Information is power
- Low risk places to practice negotiating
- Different personality styles in negotiating
- Common gambits used in negotiating
- The offer and the counter offer
- Working with deadlines
- Working through the dreaded Deadlock
- Working with Buyers (as the seller)
- Working with Sellers (as the Buyer)
- negotiating over the phone
- Tip for negotiating with Lawyers and more...

*Snacks will be provided by
Alex Quinzon, Old Republic Home Protection*

[CLICK HERE FOR FLYER](#)

Cost: \$59

6 DRE Credits

(approved by the DRE for Consumer Service)

To Register and for more details on the requirements for the courses call
1.800.54.RENEW!

www.charliekrackelerpresents.com

Brokers and Broker Managers!

**Please Join Us @ BAR for the
Quarterly Broker/Manager Meeting**

8:30 AM on Monday, August 30, 2010

RSVP @ 510-848-4288

JOIN US FOR THE ANNUAL



CHARITY GOLF TOURNAMENT

MONDAY, SEPTEMBER 13, 2010
MIRA VISTA GOLF & COUNTRY CLUB

YOUR DAY OF GOLF INCLUDES:

- Continental breakfast
 - Driving range
 - Green fee
 - Goody bag
 - Golf cart
 - Barbecue lunch
- Contests & prizes: Longest drive, closest to the pin, straightest drive, more!

PAST BENEFICIARIES INCLUDE:

- Women's Daytime Drop-in Center • Oakland Elizabeth House • Read Aloud Volunteer Program •
- Future Leaders Institute • Albany, Berkeley, Oakland, and West Contra Costa Public Education Foundations •
- Berkeley Food Pantry ... And others!

To register or for additional information, visit: www.redoak-roof.org/golf

Or contact: Patrick Leaper - 510.280.2110 Schuyler Oliver - 510.280.2175 Aaron Baluyot - 510.292.2012
Laurie Capitelli - 510.280.2124



SAVE THE DATE

Gov Hutchinson
Staff Vice President, Assistant General Counsel



Presents
a
Legal Update



Wednesday, October 13, 2010
at 10:00AM @ the B.A.R.

\$10 for B.A.R. Members ♦ \$15 non-B.A.R. Members
RSVP with payment

To reserve your space contact the B.A.R. office at 510.848.4288

COMPUTER & PARAGON TRAINING AT THE B.A.R.**FREE for MLS Members!!**

To register, contact the EBRD Training Department at 925.363.2336 or go to

www.ebrdi.com

Paragon Essentials

FULL Fri, Aug. 27th, 9:00 AM

Fri, Sep. 10th, 1:00 PM

Fri, Sep. 24th, 9:00 AM

CMA

Fri, Sep. 10th, 9:00 AM

Listing Load/ Paragon Customization

Fri, Aug. 27th, 1:00 PM

Quattro Essentials (M.O.R.E.)

Fri, Sep. 24th, 1:00 PM

MLS Listings Inc. Essentials (M.O.R.E.)

Fri, Sep. 24th, 2:30 PM

REALTOR® UPDATE
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2010 EXECUTIVE COMMITTEE

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 2010 President

Mary Canavan
 President - Elect

Lori Lombardo Cardon
 Secretary/Treasurer

Tim Cassidy
 Immediate Past President

Heidi Abramson
 MLS/Technology Committee Chair

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The REALTOR® UPDATE is published by the Berkeley Association of REALTORS®. The REALTOR® Update is designed to serve as a resource for important industry news and information, a forum for member recognition, and to promote programs and services that enhance the professional effort of the Berkeley Association of REALTORS® and its members. Members are encouraged to write to the REALTOR® Update and participate in active, thoughtful dialogue. Defamatory and derogatory commentary will not be published. BAR reserves the right to edit or refuse any article or letter (letters to the Editor should not exceed 150 words). The opinions expressed are those of the authors alone and do not necessarily reflect the opinions of Association officers, members or staff. Address your articles and letters to: Editor, REALTOR® Update, 1553 Martin Luther King, Jr. Way, Berkeley, CA 94709-2023.

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The Berkeley Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community, and encouraging the preservation of real property rights.

SALE!

NEW iBoxes

\$75

Regular price \$90



**Recycle your old grey AE-II lockbox and
 Take an additional
 \$10 off
 the sale price**

Call the BAR Office for details 510.848.4288

The B.A.R. has a Facebook Fan Page!

Become a Fan Today !

facebook

CLICK ME! 

SEPTEMBER CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
30 Broker/Manager Meeting 8:30AM	31	01 Charlie Krackeler Presents .., Inc. Street Smart Negotiating Skills 9AM-1PM	02 Tour Day	03
06 LABOR DAY B.A.R. Office Closed	07	08 Education & Professional Dev. Committee Meeting 12:00PM	09 Tour Day	10 MASTER SERIES Elements of a Powerful Listing 10AM - 11:30AM LGR Committee Meeting 12:30PM Paragon Training
13	14 MLS Committee Meeting 3:00PM	15 Community Funds Committee Meeting 10:30AM	16 Tour Day	17
20	21	22 Board of Directors Meeting 12:00PM	23 Tour Day	24 Kitty Cole Presents, 9AM - 12Noon Paragon Training
27	28	29 Member Brown-Bag Luncheon REALTORS Resource for Seniors Council Meeting 1:30PM	30 Tour Day	