

Chandra Hall, MBA, CSP, DREI, ABR, GRI, CRS, PSA
Sessions are generally 60 minutes - 3 hours. Most are time flexible.

KEYNOTES

What's Your DNA? Discover Your Distinct Natural Ability™

Being different isn't simply what sets you apart from others – it's the key to your success. Find out how unlocking your Distinct Natural Ability will make you happier, and will help you achieve more. Born an identical twin, Chandra Hall used the power of her differences to make a difference. She started college at age 16, founded a corporation by 19, earned an MBA, opened a real estate brokerage, created an award-winning home-building company, and became a national real estate speaker – all before turning 30. Join Chandra in this engaging, inspiring session to discover how to unlock the power of your Distinct Natural Ability!

It's Good to be Good; It's Great to be Different™

It's not enough to be good in the competitive world of real estate; you must be great! Chandra will show you how to accelerate your career and increase your closings. Real estate success is growing on an exponential curve and each of us must decide which side of the road we will be on. Revolutionize your business by learning and using your own point of difference to take you from good to great.

Get Underwhelmed! Step-by-Step Strategies for a Successful Day™

"I'm so underwhelmed today!" Don't you wish that sounded more like you? Success requires the ability to rise above the day-to-day distractions which try to derail our progress: a ringing phone, a last minute meeting, computer issues . . . you can add to this list. Chandra Hall offers strategies to create meaningful, vision-connected goals and provides the steps to achieve them. Learn how to shift your mindset when annoyances try to pull you away from your action plan. Leverage your strength of purpose and build a strategy to success, one step at a time.

SESSIONS

Systems Keep You Sane™ If you are ending your day with the same to-do list you started with, you need a system to keep you on track. Checklists are designed to make accomplishing your tasks easier, but often we find ourselves tending to every "fire" that pops up during the day and the items on our list remain undone. If this sounds like you, chances are you're missing the key systems which will keep you on track and headed toward your goals. Realtors® often get distracted throughout the day; client calls, unexpected issues and other "urgent" matters draw attention away from their daily plan. This seminar shares concrete ways to systemize the most important aspects which affect productivity and profit: business of the business, working with buyers and sellers and marketing systems. Stay sane by knowing each day what needs to be done, and incorporate streamlined systems to make each task easier. Accomplish more and keep your sanity in check!

Seed. Lead. List. Repeat.™ To LAST, you have to LIST! Are you willing to work smarter to make opportunities in a low inventory market? You're going to need tried-and-true methods but also new and unique approaches that capture sellers. This session will show you how to identify listing opportunities, deliver a winning listing presentation, and then use easy systems to maximize sellers' market dollar!

5 Simple Steps to Double Your Production™ Real estate markets change! Successful agents know how to thrive in any market. This session takes a deep look at how agents can capitalize on opportunities in any market. You will learn the most essential business development skills you need and best practices that you can implement instantly to avoid the pitfalls and surprises of an ever-changing real estate market. Get practical, proven strategies, concepts, tools and tips that will have an immediate impact on your productivity and profitability.

Secrets to Marketing Success™ *Your Tweets hurt my Facebook when I'm LinkedIn!* Staying in touch with past, current and potential clients in a fast-paced digital world can seem overwhelming. Learn what goes into a strong relationship marketing strategy and how to continuously earn client loyalty with smart relationship marketing that is engaging and keeps you top-of-mind. Move your client engagement into the modern era with cost effective, high tech and high touch relationship marketing strategies which you can implement immediately and win more business from your real estate prospects and clients.

Proven and Profitable Buyer Systems™ With so many search tools available online, it's easy for real estate buyers to have a false sense of confidence and think they don't need a buyer's agent. The reality is they are overwhelmed and under informed. Today's buyer can find listings online, but they still need representation and a trusted resource who is on their side. Learn how to relay the expertise you provide to help your buyer successfully navigate the complexities of a real estate transaction. Discover easy to implement systems that will create a steady pipeline of buyers to help you grow and sustain your business.

Cashing Out: Planning an Exit Strategy for Your Business™ Believe it or not, someday you may want to transition out of real estate! Maybe you'll be looking for more freedom and flexibility to pursue other goals, or perhaps you'll simply be ready to retire. But how can you keep making money from this business you've worked so hard to build? Is it possible to make a smooth, profitable transition with residual income and referral fees? Yes, but you must start now! In this course, you will learn multiple ways to sell, transition, or retire – simple, doable strategies that work (there are more options than you may realize!) and can make your long-term vision a reality. The good news? Tackling small tasks every day will create a rewarding exit strategy.

Investment Real Estate: Turning the Key to Wealth™ An ever-increasing buyer segment is that of investors. Open the door to more transactions by becoming educated in this specialized area of real estate. Your ability to provide excellent service, tools for analysis and identifying great opportunities will gain an investor buyer's business. Know- and be able to explain easily- how today's investors are impacted by net returns and unique tax considerations. Get more business by providing excellent service and identifying opportunities in the profitable investment market

Finance & Regulation: They're Going to Change Your World™ Requirements and procedures have changed dramatically—especially in financing. How familiar are YOU with the new Loan Estimate and Closing Disclosure forms and other new loan guidelines? From Dodd-Frank and RESPA to tax codes and the challenges with the secondary market, you need to get the updates critical to your business. Empower yourself and your consumer by using dialogue, clear direction, and an ability to know-and-show how you are the real estate professional in this rebounding market.

Alternate Title: Critical Rules, Reforms, and New Realities™

Top Tips and Techniques for the Expert Negotiator™ You are a real estate agent, a confidant, a sales person and a needed negotiator. This is what your clients expect and you aim to deliver. You'll learn new and effective scripts and dialogues as well as how to research the other side and gain intel for your client's advantage. We'll teach you how to set yourself apart from your competition and utilize a proven negotiation strategy with both buyers and sellers. In today's marketplace, sharp and polished negotiation skills open the door to getting deals done.

BUILD YOUR OWN CUSTOM PROGRAM!

Pick from the items below (each is 45 minutes-1 hour) and Chandra will create a session just for you!

- Freedom Flexibility Formula™** Learn the power of planning and prioritizing to create more profit in your business and sanity in your life!
- Master Multiple Offers™** Learn systems that are easy to implement for buyers' and sellers' gain when it seems like all bets are off in a multiple offer market.
- Market Reality Check™** Learn proven systems to educate your buyers and sellers about the market while giving them the negotiating edge.
- Proactive Prospecting OR Capture. Convert. Ka-ching!™** Getting leads isn't the hard part. Learn scripts, techniques and systems to turn leads into closings.
- Money Magnet Marketing OR It's not the market, it's your marketing™** You're not in the real estate business, you're in the *marketing* business. Learn easy to use systems to keep your pipeline of business full and a steady stream of closings.
- Real Estate Systems to Minimize Time and Maximize Money™** Learn concrete ways to systemize the most important aspects of business that affect productivity and profit: business of the business, working with buyers and sellers and marketing systems.
- Conversion Scripts that Work™** You only have a few seconds to make a sales impression. Learn tried and true scripts and dialogues to make you more effective with every client opportunity.

DESIGNATIONS & CERTIFICATIONS:

In addition to the courses below, Chandra can teach courses on the topics of finance, tax, investment, buyers and sellers, business planning, negotiation, marketing, etc. in coordination with an individual state's GRI program.

- CRS 200: Business Planning and Marketing** (2 day course)
- CRS 201: Listing Strategies for the Residential Specialist** (2 day course)
- CRS 202: Effective Buyer Sales Strategies** (2 day course)
- CRS 210: Building an Exceptional Customer Service Referral Business** (2 day course)
- CRS 103: Mastering Your Time to Achieve Your Goals** (1 day course)
- CRS 120: Converting Leads into Closings** (1 day course)
- CRS 121: Win-Win Negotiation Techniques** (1 day course)
- CRS 122: Building a Team to Grow Your Business** (1 day course)
- ABR Core Course** (2 day course)
- PSA (Pricing Strategy Advisor) Certification** (1 day ABR elective)
- Effective Negotiating for Real Estate Professionals** (1 day ABR elective)
- Successful Buyer Representation in New Home Sales** (1 day ABR elective)
- Real Estate Marketing Reboot** (1 day ABR elective)

For information or booking: 888-423-3430 Lisa@BettsWorks.com

