



## Spring Training March 2025

### **Higgins Group Design Center by Maxa & Market Assist - Amy** **March 5th 11:30 am**

Amy will showcase the Higgins Group Design Center, featuring a template management platform for crafting flawless marketing materials online. Our custom templates, exclusively designed for Higgins Group, await your creative touch. Plus, we'll explore our in-house Market Assist Program and how to request and leverage its benefits. Ready to elevate your marketing game?

### **Working an Open House—Rich** **March 7th 11:30 am**

Engaging in an open house is an excellent launchpad for your real estate career. Join us in this session as we delve into the importance of hosting open houses. We'll discuss preparation steps, effective hosting strategies, and best practices for following up with potential clients. Learn how to ask compelling questions to attract business and master the art of responsive communication. Get ready to elevate your open house game and propel your career forward!

### **Advertising Laws Review —Kristen** **March 12th 10:00 am**

In this session, you'll learn the essential laws of "ADVERTISING" for real estate and strategies for building impactful and compliant profiles, websites, print, and emails campaigns that will avoid penalties. We'll explore examples of effective social media practices.. We want you to avoid fines and elevate your marketing presence.

### **Working with Buyers Part 1—Matt Murray** **March 12th 11:00 am**

Join us for an insightful session on working with buyers as they embark on their real estate journey. We'll guide you through the proper completion of Representative Forms, navigating MLS jargon, and selecting listings to showcase. Learn the dos and don'ts of making appointments and ensure proficiency in using a keybox. Discover essential items to bring along for successful client meetings. Get ready to enhance your buyer interactions and set the stage for successful transactions!

### **Meet the Mortgage Team—Colleen** **March 14th 11:30 am**

Gain clarity on the mortgage process to better assist your buyers. Explore the significance of pre-approvals and discover how you can support your clients throughout. Meet our in-house mortgage team and learn how they can enhance your services. We're pleased to introduce Colleen Polson from CrossCountry Mortgage, who will share insights to empower your client interactions.

### **Working with Buyers Part 2—Matt Murray** **March 19th 11:00 am**

Join us for a comprehensive walkthrough of the buying process, now that you've found the perfect house. Learn how to effectively communicate with your clients about making an offer, including crafting and presenting it, as well as negotiating terms. Discover best practices for following up and navigating the next steps once an offer is accepted. Gain confidence in guiding your clients through every stage of their home purchase journey.

### **Rentals & Credit Reporting —Matt** **March 21st 11:30 am**

Explore all facets of handling rentals—a lucrative but nuanced endeavor. From navigating application procedures and submitting offers to conducting credit checks and preparing leases, we'll cover it all. Learn the dos and don'ts of rental transactions, including crucial insights into rental listings and form completion. Gain a comprehensive understanding of credit reports, including their significance, proper handling, and implications for your clients. Join us to master the intricacies of rental management and maximize your income potential.