

Advanced Property Marketing Performance Training

Note: This entire course will be emailed to you along with your three marketing systems. The course is entirely self-paced. At the end of the course is a 50 question exam that must be mailed in within 120 days.

PME 700 – Advanced Property Packaging (30 min reading)

Core course. Establishes foundation for the next three courses.

Advanced methods for packaging residential homes for sale. Alternative investments for quickly maximizing selling price. Detailed discussion of buyer psychology in relation to pricing.

PME 702 – Applied Property Marketing (40 min reading)

Prerequisite: PME 700

Applications of advanced marketing channels/mediums to create strong demand for new property listings. Emphasis on channels/mediums with greatest return on investment (ROI). Cases and studies of actual listings sold.

PME 714 – Advanced Buyer Psychology (40 min reading)

Prerequisite: PME 700

Emphasis placed on creating psychological triggers that make buyers subconsciously “fall in love” with the property. Alternative applications in all areas of the property (both interior and exterior) that create these “psychological hooks”. Cases and studies of actual listings sold.

PME 716 – Application/Integration of your *PME FSBO Selling System*, your *PME Expired Selling System*, and your *PME Listing Presentation System* to maximize financial performance (30 min reading)

Prerequisite: PME 700, 702, 714, 716

Integration of all three of your PME Marketing Systems that come with PME membership to both generate new listings and win every listing presentation.

