

Converting Leads into Closings

April 13, 2018

Course is co-sponsored with the Wisconsin CRS Chapter



CRS: Converting Leads into Closings

April 13, 2018 | 8:30 a.m. – 5:00 p.m.

Whether you're a new agent building your business or an established agent keeping your database fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This course highlights both traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience: attraction, first contact, needs analysis, incubation, conversion, closing and beyond.

This course will help you to:

- Develop systems for capturing, converting and tracking leads.
- Implement customer-focused campaigns that highlight consistent touches via various channels.
- Integrate technical tools to enhance the efficiency and responsiveness of your lead management.
- Set priorities for lead conversion and create an action plan for achieving them.

Qualifies for eight CRS credits and one GRI live elective credit. Will be submitted for 2017-18 CE elective credit.

📌 New CRS Online Testing Format: The CRS Council now requires you take the final exam online. Bring your mobile device or laptop to take the test and receive your results immediately. Sorry, no hard-copy exams will be available. A CRS online account is not necessary.

Complete course information: www.wra.org/CRS.

Detailed CRS designation requirements: www.crs.com/membership/become-crs.

Course Locations

Wisconsin REALTORS® Association (host site)
4801 Forest Run Road, Suite 201 | Madison, WI 53704

REALTORS® Association of Northwestern Wisconsin (classroom webcast)
1903 Keith St. | Eau Claire, WI 54701

Southshore REALTORS® Association (classroom webcast)
7347 57th Ave. | Kenosha, WI 53142

Central Wisconsin Board of REALTORS® (classroom webcast)
925 S. Park View Circle | Mosinee, WI 54455

Sheboygan County Board of REALTORS® (classroom webcast)
639 Walton Dr. | Plymouth, WI 53073

Northwoods Association of REALTORS® (classroom webcast)
320 Oak St., Ste. B | Woodruff, WI 54568

Your Instructor: Kim Knapp

Kim Knapp's real estate career began in 2000 when she sold \$6 million her first year and became the top producer of her company. In 2005, Kim began training other agents while selling and running a her real estate team. Today, Kim runs her real estate team and also trains, speaks, travels and serves on her local MLS board and board of REALTORS® Educational Task Force. Kim is also the founder of one of the largest RE BarCamps in the country.

As the founder of Real Dynamic Agents, a training program to meet the needs of agents at all levels and with various learning styles, Kim provides opportunities for agents to ultimately take their business to the next level. Kim spearheads this comprehensive program that gives students high-energy training filled with real-time, cutting-edge information.

CRS COURSE: Converting Leads into Closings April 13, 2018

REGISTER TODAY!

Name _____

Firm name _____

Address _____

City _____ State _____ Zip _____

Phone (W) _____ (H) _____

*Email address _____

WRA member # _____

*A confirmation for this course will be sent by email. You can also visit www.wra.org/myeducation to verify course registration.

REGISTRATION FEES

	Through 3/28	After 3/28	ATD
WRA member:	\$145	\$155	\$175
Nonmember:	\$160	\$175	\$190
Broker Club company discount:	\$25		
CRS designee discount:	\$20		

Check location:

Live

- Madison
- Eau Claire (remote)
- Kenosha (remote)
- Mosinee (remote)
- Sheboygan (remote)
- Woodruff (remote)

Check-in: 8:00 a.m.

Class times: 8:30 a.m. – 5:00 p.m.

PAYMENT

Enclosed is my check made payable to the WRA

Charge my VISA/MasterCard (Circle one)

Card number _____ Exp. date _____

Security code _____

Special services: Check here if you require special services to attend. Attach a written description of needs.

Register by mail: Wisconsin REALTORS® Association
4801 Forest Run Road, Suite 201 | Madison, WI 53704

Register by phone: 800-279-1972 | 608-241-2047

Register by fax: 608-241-5168

Online registration: www.wra.org/CRS

CANCELLATION POLICY: The WRA reserves the right to cancel this course if not filled. Cancellations must be made in writing prior to the start of course and will be refunded, minus a \$25 administrative fee. Registrations cannot be transferred from person to person.