

# LAH Real Estate Sales Training

1. **Reading People – the Steve Oniki Method-** This class provides students with skills necessary for success in the real estate industry by helping them grasp how to understand human behavior patterns.
2. **Contract Form and LAH Policies-** This class is superficially geared towards helping students have a complete understanding of LAH and our paperwork.
3. **Buyer Counseling Session & Showing Property-** A huge part of being successful in the real estate industry is representing buyers; this class addresses how to effectively work with buyers.
4. **Contract Writing, Clauses & Situations-** Possibly one of the most important factors in completing a successful real estate transaction is the start with a well written contract and this class is designed to help train our agents on just that!
5. **Listing Presentation-** The saying goes, "you have to list to last" in real estate thus we teach our agents to close the deal and get those listings in this class.
6. **Buyer/Seller Net Sheets-** Our clients need quality net sheets to know exactly the terms of the sale prior to signing a contract, we at LAH believe this class teaches our agents to communicate the exact numbers within every transaction.
7. **Open Houses, Effective Ads, Internet Marketing-** This class provides a comprehensive approach to marketing yourself and your listings.
8. **Servicing and Marketing a Listing-** Unfortunately, all of your listings will not sell on the first day and mainlining a listing requires creativity, marketing, diligence and hard work. In this class we focus on effective ways to keep a listing fresh.
9. **Title Policy-** A huge part of any real estate transaction involves providing clear title, we at LAH want our agents to understand the process of providing said title insurance. In most cases we will invite a vendor to join us in this class to be able to provide quality answers/advice.
10. **Avoiding Liabilities and E & O-** LAH prides itself on provided our agents sound management advice throughout the transaction, we offer this class to give agents advice and tips to avoid the many issues that can arise in real estate transactions.
11. **Obtaining Financing-** Much like the title policy classes we will be invite a vendor into this class to provide the most current trends and details of the mortgage industry.
12. **LAH Technology-** This class teaches agents how to succeed with LAH in the ever changing world of technology.
13. **Relocation-** LAH is a member of Leading RE, the largest relocation network, and with LAH our agents receive referrals to handle such business, this class offers an introduction into providing real estate services.
14. **Foreclosures/REO-** This class focuses on teaching agents how to represent buyers and sellers who are involved with real estate transactions dealing with foreclosure.
15. **Intro to Commercial Real Estate-** At LAH we have a full service commercial department and allow our agents to complete transactions on both the residential and commercial side. This class offers a sneak peek into commercial real estate.

**16. *Negotiating Skills***- In this class we teach agents to be effective negotiators, which is the most important part of being a successful real estate agent.

**17. *Contract to Closing***- Its often said that the majority of the work done for a real estate transaction is from contract to closing, in this class we focus on helping agents get the deal closed successfully.