



## **ACCREDITED BUYER'S REPRESENTATIVE (ABR®) DESIGNATION COURSE (V5.0)**

### COURSE DESCRIPTION AND OUTLINE

#### **Course Goals**

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- Understand and demonstrate your value to today's buyer.
- Acquire the skills and resources to succeed as a buyer's agent in a dynamic real estate market.
- Help buyers find the right property at the right terms and price in both buyer's and seller's markets.

#### **Learning Objectives**

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##### **Module 1: The Value and Role of the Buyer Representative**

- Define your value proposition as a buyer's representative by learning what is important to buyers.
- Recognize how a buyer-agent relationship is legally formed.
- Understand your duties and responsibilities as a buyer's representative.

##### **Module 2: The Buyer Counseling Session**

- Explain the goals of a buyer consultation and how to prepare for the initial session.
- Conduct a successful counseling session that educates the buyer, builds trust, and leads to a signed buyer representation agreement.
- Understand the importance of real estate contracts in relation to buyer loyalty and compensation.

### **Module 3: The Search-Showing-Selecting Process**

- Identify ways to manage a buyer's expectations by using active listening strategies and creating a Home Buyer's Checklist.
- Show properties in a manner that presents clients with the best opportunity to view properties and purchase a desired property.
- Follow federal, state, and local fair housing laws when selecting and showing properties.

### **Module 4: Offers and Negotiations**

- Position yourself for success by educating your client about the offer process and conducting a thorough market analysis to determine your client's negotiating position.
- Assist your client in formulating an informed and competitive offer based on objective valuation tools.
- Guide your client through the process of presenting an offer and negotiating with the seller to get the best possible outcome.

### **Module 5: From Contract to Closing**

- Explain the immediacy of contingencies to clients and outline the mortgage application process.
- Guide your client through the home inspection and appraisal process.
- Ensure that your client knows the different types of required insurance and understands the closing process.

### **Module 6: Putting It All Together**

- Understand and apply four important strategies for success as a buyer's representative.
- Apply troubleshooting scripts to respond to buyer concerns.
- Utilize the pro tips and tools to ensure success as a buyer's representative.

## Course Outline

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### Introduction

- A. Welcome
- B. What You Will Learn
- C. Activities and Class Procedures
- D. Knowledge Base for the Course
- E. Become an ABR® Designee
- F. REBAC Member Benefits
- G. A Note About Terminology
- H. COVID-19 Considerations
- I. Exercise: Reflection
- J. What Do You Know? Pre-Quiz

### Module 1: The Value and Role of the Buyer Representative

- A. Learning Objectives
- B. Knowing Your Value, Your Buyer, and Your Competition
- C. Exercise 1-1: Looking Through Buyers' Eyes
- D. How the Buyer-Agent Relationship is Formed
- E. Exercise 1-2: State of Agency Disclosure
- F. Cohesive Brokerage Culture
- G. What Are Your Duties and Responsibilities?
- H. Exercise 1-3: Check Your Ethics
- I. Protect the REALTOR® Trademark
- J. A Day in the Life of a Buyer's Representative

## **Module 2: The Buyer Counseling Session**

- A.** Learning Objectives
- B.** Goals of Counseling Session
- C.** Preparing for the Counseling Session: Brand Consistency
- D.** Exercise 2-1: What's My Brand?
- E.** Learn About the Buyer
- F.** Buyer Needs Assessment Worksheet
- G.** Exercise 2-2: Role Play Between Agent and Buyer
- H.** Educate the Buyer
- I.** The A-A-I Buyer Consultation Session
- J.** Do You Want to Represent This Buyer?
- K.** Contracts
- L.** Exercise 2-3: What Do I Know About My State?
- M.** Compensation Pop-Quiz
- N.** A Day in the Life of a Buyer's Representative

## **Module 3: The Search-Showing-Selecting Process**

- A.** Learning Objectives
- B.** Searching for Properties
- C.** The Home Buyer's Checklist
- D.** Exercise 3-1: Applying Active Listening Skills
- E.** The Buyer's Packet
- F.** Showing and Selecting Properties
- G.** Exercise 3-2: Create Your Own Showing Protocol
- H.** Gaining Buyer Loyalty Throughout Process
- I.** Exercise 3-3:  
Skills Practice—Applying What You Know to Search Scenarios
- J.** A Day in the Life of a Buyer's Representative

## **Module 4: Offers and Negotiations**

- A.** Learning Objectives
- B.** Preparing the Buyer
- C.** Evaluating Your Client's Negotiating Position
- D.** Formulating an Offer
- E.** Exercise 4-1: Applying What You Know
- F.** Presenting and Negotiating an Offer: Know the Rules
- G.** Exercise 4-2: Applying What You Know
- H.** How to Become a Skilled Negotiator
- I.** Practitioner Perspective: Offers and Negotiations
- J.** A Day in the Life of a Buyer's Representative

## **Module 5: From Contract to Closing**

- A.** Learning Objectives
- B.** Contract Contingencies
- C.** Exercise 5-1: Develop a Contingency Timeline
- D.** Mortgage Process
- E.** Home Inspections
- F.** Exercise 5-2: Applying What You Know
- G.** Types of Insurance
- H.** Closing Process
- I.** Exercise 5-3: Create a Closing Checklist
- J.** Client Data Privacy and Security
- K.** Exercise 5-4: Identifying Wire Fraud
- L.** A Day in the Life of a Buyer's Representative



## **Module 6: Putting It All Together**

- A.** Learning Objectives
- B.** Four Important Strategies for Success
- C.** Exercise 6-1: Buyer Representative Skills Self-Assessment
- D.** Exercise 6-2: My Local and State Real Estate Boards
- E.** Exercise 6-3: Turning Duties into Value
- F.** Exercise 6-4: My SWOT Analysis
- G.** Practitioner Perspective
- H.** Exercise 6-5: Unique Value Proposition
- I.** Troubleshooting Scripts for the Field
- J.** Pro Tips and Tools for Success
- K.** A Day in the Life of a Buyer's Representative