



19210 S. Vermont Avenue, Building A, Suite 100
Gardena, CA 90248
Phone: (310) 538-0233
www.irwaonline.org

Coming Soon!

Course 201: Communications in Real Estate

Course 201: Communications in Real Estate Acquisition

Course Description:

This is the second course in a comprehensive program developed specifically to train professionals in the communications and negotiation skills used in the right of way profession. It offers extensive individual participation in self-learning exercises and role-playing sessions. Using video cameras, the participants take part in simulations of actual acquisition interviews. These video demonstrations are then replayed, allowing the participants to see themselves "in action." This course provides a setting wherein participants can experiment with application of the communication concepts and skills presented and discussed, and to receive feedback that helps participants know what they are doing effectively, and what they may need to work on, and in both cases. The acquisition interview is presented in a step-by-step approach: how to start, how to develop trust, how to handle problems and objections, and how to close. These are the steps the participant will practice before the video cameras. This course teaches the skills required to win at problem-solving negotiations.

PLEASE NOTE: Each participant is required to bring an example of an actual acquisition case that has already been conducted or will soon be conducted. This case is needed on the first day of class.

Course Level:
Intermediate

Topics:

- Introduction to Communications, Effective Communications, Interpersonal Relations
- Barriers to Acquisition, Professional/Owner Communication, Motivation, Psychology of Persuasion, Ethics of Persuasion
- Introduction to Role Playing; Sequential Approach to the Acquisition Interview; Video Tape Interview; Simulation Interview; Group Feedback and Critical Analysis
- The Art of Listening & Questioning; Self-Analysis Inventory; Critical Listening; Empathic Listening; Probe Techniques

Prerequisite:

It is highly recommended that participants successfully complete IRWA Course 200 "Principles of Real Estate Negotiation" prior to attending this class.

Course Tuition Includes:

Participant's Manual

Recommended Materials:

"Successful Communication and Negotiation" - Textbook

Who Should Take This Course:

This course is intended for right of way practitioners who wish to use practical/actual information and role play of actual acquisition interviews to enhance their communication and negotiation skills.

