

# **Working Smarter with Buyers in Today's Market (2010)**

**October 14, 2010 1:00pm to 2:30pm in Northbrook**

This program is free to NSBAR Members and includes:

- What should ALWAYS be included on the 1<sup>st</sup> meeting with the buyer? (Will include the best letter EVER to a new buyer)
- What is "Conditioning", and why it's the key to the entire sales process? (Includes an 18 point Conditioning checklist)
- How to effectively use the "Interest Rate Factor"
- How to recognize and work with the 4 basic personality types
- How to best show property to the various personality types
- Closing for contract with the personality types
- Negotiating tips for a successful transaction
- More conditioning tips after acceptance of contract; to head off potential problems

**Presented by NSBAR's very own**

**NICK SNYDER, GRI, CRB**  
**Agent Development Manager for Koenig & Strey Real Living**



With thirty-six years of real estate experience behind him, Nick has the same enthusiasm he had at the start for helping real estate associates make a success of their business. He is creative in being able to suggest viable options to help agents put (and keep) a deal together. He brings knowledge, a strong commitment to the highest ethical standards and a sense of humor to every situation. Nick sold real estate himself for seven years before becoming Manager of his first office. He holds both the GRI and CRB designations, and he is a past-president of the North Shore Board of Realtors® and a past director of both the Illinois Association of Realtors® and the National Association of Realtors®. Nick has presented sales skills and motivational programs to over 20,000 sales professionals. He enjoys life and people, and tries to have fun with everything he does, and it shows.

Nick is married to Connie, a Realtor® with the Koenig & Strey GMAC Lake Forest office. A student of martial arts, he has a 3rd degree Black Belt in Jujitsu. Nick is a graduate of the University of Illinois where he studied management. He and Connie have three grown children and eight grandchildren.