

ACE Day 1 - The Mechanics of Closing:

At the end of day 1, the student will be able to:

- Explain the importance of following up with a customer.
- Explain how filling out each part of the contract protects both the Realtor and their customer.
- List several of the most important elements of a contract that require attention.
- Explain the escrow process to the customer.
- Describe situations where addendums are important.
- Explain the NAR Code of Ethics as it applies to submitting offers.
- Explain why it is important to educate your customer.
- Describe one communication technique to help your working relationship with your customer.
- Explain to your customer the difference between real estate as an investment and other investments.
- List specific items about which you should educate your customer.
- Identify your customer's preferred type of communication.
- Describe some elements of a professionally written email.
- Record a professional greeting for your voicemail.
- Implement a customer service questionnaire.
- Explain FL Administrative Code 61J2-10.025 as it relates to advertising compliance.
- Explain the various elements of the closing statement to your customer.
- Explain the steps of the closing process to your customer.
- Explain FIRPTA and when it applies.
- List the types of Deeds.