

GEORGIA
FAStTRAC
REVIEW
QUESTIONS

MODULE #1

GOAL SETTING AND TIME MANAGEMENT REVIEW QUESTIONS

1. WHICH OF THE FOLLOWING IS NOT ONE OF THE BASIC REQUIREMENTS FOR SURVIVAL AND SUCCESS IN REAL ESTATE?
 - A. SELLING SKILLS AND TECHNIQUES
 - B. ✓ ADVANCED DEGREE
 - C. POSITIVE ATTITUDE
 - D. REAL ESTATE KNOWLEDGE

2. THE FOUR (4) VARIABLES OF *PRODUCTION* INCLUDE ALL OF THE FOLLOWING EXCEPT:
 - A. THE QUALITY OF ONE'S PRESENTATION
 - B. THE NUMBER OF CONTACTS MADE
 - C. THE METHOD OF CONTACT USED
 - D. ✓ THE TIME OF DAY WHEN CONTACT IS MADE

3. GOALS REQUIRE A CONSISTENT COMMITMENT OF OUR SIGNIFICANT RESOURCES. WHICH OF THE FOLLOWING IS NOT ONE OF THOSE RESOURCES?
 - A. MONEY
 - B. TIME
 - C. ENERGY
 - D. ✓ PERSONALITY

4. THE BEST EXAMPLE OF A '*GREEN TIME*' (MONEY TIME) ACTIVITY IS WHICH OF THE FOLLOWING?
 - A. DOING PAPERWORK
 - B. ✓ PROSPECTING
 - C. PUTTING A LAWN SIGN ON A NEW LISTING
 - D. ATTENDING THE MONTHLY BOARD LUNCHEON

5. TO ESTABLISH AN EFFECTIVE TIME MANAGEMENT PLAN, ONE SHOULD DO ALL OF THE FOLLOWING EXCEPT:
 - A. PRIORITIZE DAILY ACTIVITIES
 - B. PREPARE A DAILY TO-DO-LIST
 - C. ✓ CRAM AS MUCH INTO A DAY AS POSSIBLE
 - D. PLAN IN WEEKLY INCREMENTS

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GOAL SETTING AND TIME MANAGEMENT REVIEW QUESTIONS

6. **THE FIRST, AND MOST IMPORTANT, PART OF THE *FIVE (5) PART FORMULA FOR LISTING SUCCESS* IS:**
- A. ✓ STRIVE TO GET ONE MARKETABLE LISTING EACH WEEK
 - B. TELL THE WORLD YOU SOLD IT EVEN IF SOMEONE ELSE REALLY DID
 - C. GET IT SOLD BY PRICING IT RIGHT
 - D. TELL THE WORLD YOU LISTED IT
7. **EFFECTIVE GOAL SETTING INVOLVES ALL OF THE FOLLOWING EXCEPT:**
- A. BEING SPECIFIC
 - B. PUTTING GOALS IN WRITING
 - C. MAKING THE GOALS ATTAINABLE
 - D. ✓ STARTING WITH SHORT-TERM GOALS ONLY
8. **JANET'S GOAL IS TO MAKE "*LOTS OF MONEY*" IN THE NEXT YEAR FROM HER REAL ESTATE BUSINESS. WHICH OF THE FOLLOWING IS MOST CORRECT ABOUT HER GOAL?**
- A. IT IS NOT ATTAINABLE
 - B. IT IS NOT SPECIFIC
 - C. IT IS NOT MEASURABLE
 - D. ✓ TWO OF THE ABOVE
9. **TO BETTER MANAGE ONE'S TIME, IT IS RECOMMENDED AN INDIVIDUAL:**
- A. USE A TIME MANAGEMENT TOOL SUCH AS DAILY PLANNER
 - B. PLAN IN BOTH DAILY AND WEEKLY INCREMENTS
 - C. PRIORITIZE THEIR ACTIVITIES
 - D. ✓ ALL OF THE ABOVE
10. **WHEN PREPARING A DAILY '*TO-DO-LIST*', AN AGENT SHOULD NOT:**
- A. PRIORITIZE ONE'S ACTIVITIES
 - B. PLAN THE ACTIVITIES THE NIGHT BEFORE AND REVIEW THE LIST IN THE MORNING BEFORE ARRIVING AT THE OFFICE
 - C. ✓ SCHEDULE THE MOST CHALLENGING TASKS FOR AFTER LUNCH
 - D. TYPICALLY SCHEDULE PROSPECTING ACTIVITIES IN THE MORNING HOURS

MODULE #1

GOAL SETTING AND TIME MANAGEMENT REVIEW QUESTIONS

11. ALL OF THE FOLLOWING ARE DIRECT BENEFITS OF EFFECTIVE TIME MANAGEMENT EXCEPT:
- A. IMPROVED QUALITY OF ONE'S WORK
 - B. RECAPTURING 'LOST HOURS'
 - C. INCREASED EFFECTIVENESS AND EFFICIENCY
 - D. ✓ IMPROVED COMMUNICATION SKILLS
12. AN EXAMPLE OF A *BLUE TIME* (SUPPORT TIME) ACTIVITY IN REAL ESTATE IS WHICH OF THE FOLLOWING:
- A. MAKING A LISTING PRESENTATION
 - B. SHOWING PROPERTY TO A MOTIVATED BUYER
 - C. ✓ WRITING AN AD FOR A NEW LISTING
 - D. PRESENTING AN OFFER
13. WHEN STRUCTURING A VIALBE '*WEEK-WORK*', IT IS RECOMMEND AN AGENT:
- A. PLAN ON WORKING 7 DAYS A WEEK FOR THE FIRST 12 MONTHS IN THE BUSINESS
 - B. ✓ TAKE AT LEAST ONE DAY-OFF EACH WEEK
 - C. AVOID WORKING WEEKENDS
 - D. ONLY PLAN IN WEEKLY INCREMENTS
14. ALL OF THE FOLLOWING ARE '*TIME ROBBERS*' EXCEPT:
- A. EXTENDED COFFEE BREAKS AND LUNCHES
 - B. PERFECTIONISM
 - C. ✓ PRIORITIZING
 - D. PROCRASTINATION

MODULE #2
PRIORITIZED/ PROACTIVE PROSPECTING
REVIEW QUESTIONS

15. **ACCORDING TO THE ‘DAILY PROSPECTING FUNNEL’ THE HIGHEST PRIORITY TYPE OF PROSPECTING AN AGENT COULD PERFORM ON A DAILY BASIS WOULD BE WHICH OF THE FOLLOWING ?**
- A. FARMING
 - B. COLD CALLING
 - C. FLOOR TIME
 - D. ✓ NETWORKING
16. **ALL OF THE FOLLOWING ARE REASONS AGENTS DON’T PROSPECT EXCEPT:**
- A. FEAR
 - B. LACK DISCIPLINE
 - C. ✓ THEY REALIZE HOW IMPORTANT IT IS TO THEIR OVERALL SUCCESS
 - D. POOR TIME MANAGEMENT SKILLS
17. **THE MOST COMMON REASON SELLERS CHOOSE TO BECOME *FOR-SALE-BY-OWNERS* IS:**
- A. THEY HAD A BAD EXPERIENCE WITH A REAL ESTATE AGENT
 - B. THEY THINK SELLING IS EASY
 - C. THEY HAVE A LICENSE
 - D. ✓ THEY WANT TO SAVE MONEY
18. **ALL OF THE FOLLOWING ARE WAYS TO MORE SUCCESSFULLY WORK *FOR-SALE-BY OWNERS* EXCEPT:**
- A. IMMEDIATELY DETERMINING THEIR MOTIVATION
 - B. ASKING LOTS OF QUESTIONS AND LISTENING
 - C. ✓ IMMEDIATELY SELLING THEM ON YOUR COMPANY AND YOURSELF
 - D. TARGETING YOUR MARKET
19. **THE FOUR (4) APPROACHES ONE MIGHT USE WHEN INITIALLY CONTACTING A *FOR-SALE-BY-OWNER* INCLUDE ALL OF THE FOLLOWING EXCEPT:**
- A. THE SURVEY APPROACH
 - B. THE SPECIFIC PROPERTY APPROACH
 - C. ✓ THE DIRECT MAIL APPROACH
 - D. THE RELOCATION APPROACH
20. **WHEN CONTACTING A *FOR-SALE-BY-OWNER* FOR THE FIRST TIME, IT IS RECOMMENDED THE AGENT:**
- A. CALL THEM FIRST TO MAKE AN APPOINTMENT
 - B. ✓ VISIT THEM
 - C. SEND THEM SOME COMPANY LITERATURE
 - D. SEND THEM A COMPETITIVE MARKET ANALYSIS

MODULE #2
PRIORITIZED/ PROACTIVE PROSPECTING
REVIEW QUESTIONS

21. **WHICH OF THE FOLLOWING STATEMENTS IS MOST CORRECT?**
A. ONLY A SMALL PERCENTAGE OF *FOR-SALE-BY-OWNERS* ULTIMATELY LIST WITH A REALTOR
B. ✓ STATISTICALLY SPEAKING, *FOR-SALE-BY-OWNERS* REPRESENT A BETTER OPPORTUNITY FOR BUSINESS THAN *EXPIRED LISTINGS*
C. WORKING *FOR-SALE-BY-OWNERS* IS EASIER THAN WORKING *EXPIRED LISTINGS*
D. FARMING IS FAR MORE IMPORTANT THAN WORKING *FOR-SALE-BY-OWNERS*
22. **THE MOST EFFECTIVE WAY TO KEEP TRACK OF *FOR-SALE-BY-OWNERS* IS BY:**
A. STREET ADDRESS
B. LAST NAME
C. ✓ TELEPHONE NUMBER
D. THE DATE THEY ADVERTISED
23. **WHICH OF THE FOLLOWING IS THE MOST COMMON REASON A LISTING WILL *EXPIRE*?**
A. BAD MARKET CONDITIONS
B. POORLY MARKETED
C. NOT ON THE MARKET LONG ENOUGH
D. ✓ OVERPRICED
24. **HOW MANY HOURS PER WORK-DAY SHOULD AN AGENT SPEND ON PROSPECTING TO ENSURE SUCCESS:**
A. AT LEAST ONE HOUR PER DAY
B. AS MUCH AS THEIR DAILY SCHEDULE PERMITS
C. ✓ 3 HOURS PER DAY
D. WHATEVER THE BROKER RECOMMENDS
25. **THE MOST EFFICIENT AND EFFECTIVE WAY TO MAKE CONTACT WITH THE OWNER OF AN *EXPIRED LISTING* WOULD BE:**
A. IN PERSON
B. BY MAIL
C. ✓ BY PHONE
D. BY INTRODUCTION FROM THE PREVIOUS LISTING AGENT
26. **ACCORDING TO THE '*DAILY PROSPECTING FUNNEL*', *FARMING* WOULD BE CONSIDERED**
A. HIGHEST PRIORITY PROSPECTING ACTIVITY
B. A WASTE OF TIME
C. ✓ HIGH PRIORITY PROSPECTING ACTIVITY
D. HIGHER PRIORITY PROSPECTING ACTIVITY

MODULE #2
PRIORITIZED/ PROACTIVE PROSPECTING
REVIEW QUESTIONS

27. **WHICH OF THE FOLLOWING PROSPECTING ACTIVITIES WOULD BE CLASSIFIED A HIGHEST PRIORITY ACTIVITY ACCORDING TO THE *'DAILY PROSPECTING FUNNEL'*:**
- A. CONTACTING FOR-SALE-BY OWNERS
 - B. CONTACTING PEOPLE IN YOUR FARM AREA
 - C. ✓ CONTACTING NETWORKERS/REFERRAL CONTACTS
 - D. CONTACTING OWNERS OF EXPIRED LISTINGS
28. **ALL OF THE FOLLOWING ARE REASONS AGENTS DON'T PROSPECT EXCEPT:**
- A. FEAR
 - B. POOR TIME MANAGEMENT SKILLS
 - C. PARALYSIS OF PERFECTION
 - D. ✓ LIKE TO ASK FOR BUSINESS
29. **ALL OF THE FOLLOWING ARE REASONS SELLERS CHOOSE TO BECOME *FOR-SALE-BY-OWNERS* EXCEPT:**
- A. THEY THINK SELLING THE PROPERTY IS EASY
 - B. THEY HAD A BAD EXPERIENCE
 - C. THEY WANT TO SAVE THE COMMISSION
 - D. ✓ THEY ARE HIGHLY MOTIVATED
30. **THE SINGLE MOST IMPORTANT FACTOR WHEN DECIDING TO INVEST TIME IN A *FOR-SALE-BY-OWNER* IS:**
- A. THE LOCATION OF THE PROPERTY
 - B. THE PRICE RANGE OF THE HOME
 - C. ✓ THE *FOR-SALE-BY-OWNER'S* LEVEL OF MOTIVATION
 - D. THE ACTIVITY LEVEL OF THE LOCAL REAL ESTATE MARKET
31. **ALL OF THE FOLLOWING ARE WAYS TO MORE SUCCESSFULLY WORK *FOR-SALE-BY-OWNERS* EXCEPT:**
- A. GETTING TO THEM QUICKLY ONCE THE PROPERTY COMES ON THE MARKET
 - B. OFFERING PROFESSIONAL HELP AND GUIDANCE
 - C. ✓ PREPARING A *COMPETITIVE MARKET ANALYSIS (CMA)* AND *MARKETING PLAN* FOR THE PROPERTY AND LEAVING IT WITH THEM EVEN IF THEY DON'T IMMEDIATELY LIST WITH YOU
 - D. BEING EMPATHETIC
32. **WHEN INITIALLY QUESTIONING THE *FOR-SALE-BY-OWNER*, AN AGENT SHOULD:**
- A. ✓ ASK PRIMARILY OPEN-ENDED QUESTIONS
 - B. NOT ASK PREPARED QUESTIONS
 - C. NOT SEEK TO DETERMINE THEIR LEVEL OF MOTIVATION
 - D. TRY AND SELL THEMSELVES AND THEIR COMPANY

MODULE #2
PRIORITIZED/ PROACTIVE PROSPECTING
REVIEW QUESTIONS

33. **WHICH OF THE FOLLOWING TYPES OF SELLER PROPECTS REPRESENT THE BEST OPPORTUNITY FOR A NEW AGENT TO GENERATE IMMEDIATE BUSINESS?**
- A. FARM CONTACTS
 - B. ✓ *FOR-SALE-BY-OWNERS AND EXPIRED LISTINGS*
 - C. COLD CALL PROSPECTS
 - D/ CHANCE CONTACTS
34. **THE MAJOR DIFFERENCE WHEN USING THE 'RELOCATION APPROACH' WHEN FIRST CONTACTING A FOR-SALE-BY-OWNER IS:**
- A. ✓ THE EMPHASIS IS ON HELPING THE SELLER PURCHASE THERE NEXT HOME
 - B. THE AGENT USES THE PHONE TO ESTABLISH INITIAL CONTACT
 - C. THE EMPHASIS IS ON HELPING THE SELLER SELL THE PROPERTY
 - D. THE AGENT USES MAIL OR E-MAIL TO ESTABLISH INITIAL CONTACT
35. **TO MORE EFFECTIVELY WORK EXPIRED LISTINGS, AN AGENT SHOULD:**
- A. ✓ MAKE CONTACT QUICKLY SOON AFTER THE LISTING EXPIRES
 - B. NOT WORRY ABOUT WHETHER THE OWNER STILL WANTS TO SELL OR NOT
 - C. VISIT, NOT CALL, THE OWNER
 - D. OFFER THE OWNER A MARKETABILITY CHECKLIST BUT ONLY AFTER THE OWNER HAS AGREED TO LIST THE PROPERTY
36. **THE PURPOSE OF USING A MARKETABILITY CHECKLIST WHEN TRYING TO LIST AN EXPIRED LISTING IS TO:**
- A. IMPRESS THE OWNER
 - B. ✓ DISCOVER WHY THE PROPERTY DID NOT SELL WHILE PREVIOUSLY LISTED
 - C. TO DISCREDIT THE ORIGINAL LISTING AGENT AND/OR HIS COMPANY
 - D. TO FULLY EXPLAIN YOUR MARKETING APPROACH
37. **WHEN SENDING OUT JUST LISTED AND JUST SOLD POSTCARDS IT IS IMPORTANT THE AGENT:**
- A. USE A DIRECT MAIL SERVICE
 - B. USE FOUR-COLOR POSTCARDS
 - C. ✓ DO PHONE OR PERSONAL FOLLOW-UP SHORTLY AFTER MAILING THE POSTCARDS
 - D. SEND THEM OUT ALL AT ONCE TO IMPROVE MARKET PENETRATION
38. **THE MOST EFFECTIVE WAY TO FOLLOW-UP THE MAILING OF A JUST LISTED POSTCARD INTO AN AGENT'S FARM AREA IS:**
- A. BY PHONE WITHIN 3 BUSINESS DAYS
 - B. ✓ IN PERSON
 - C. BY MAIL
 - D. BY E-MAIL

MODULE #2
PRIORITIZED/ PROACTIVE PROSPECTING
REVIEW QUESTIONS

39. **THE MOST IMPORTANT CHARACTERISTIC OF AN *EFFECTIVE TARGET MARKETING STRATEGY* IS:**
- A. PROVIDING USEFUL INFORMATION
 - B. PROVIDING A CONSTANT PROFESSIONAL REMINDER
 - C. ✓ FREQUENCY AND CONSISTENCY
 - D. FOCUSING ON KEY STREETS
40. **TO BE SUCCESSFUL AT *TARGET MARKETING/FARMING*, AN AGENT NEEDS ALL OF THE FOLLOWING EXCEPT:**
- A. DEDICATION
 - B. AN EFFECTIVE TARGET MARKETING STRATEGY
 - C. SUPERIOR KNOWLEDGE OF THE GEOGRAPHICS, THE DEMOGRAPHICS, THE COMPETITION AND THE TURNOVER RATE
 - D. ✓ MANY YEARS OF REAL ESTATE EXPERIENCE
41. **ALL OF THE FOLLOWING ARE STEPS ONE CAN TAKE TOWARD MORE EFFECTIVE *DIRECT MARKETING/DIRECT MAIL*, EXCEPT:**
- A. POSITIONING MAILINGS IN ADVANCE
 - B. MAKING ROOM FOR FOLLOW-UP
 - C. USING A VARIETY OF MAILING PIECES
 - D. ✓ SENDING THE DIRECT MAIL PIECE IN THE STANDARD #10 ENVELOPE BEARING THE COMPANY NAME AND LOGO
42. **THE MOST CHALLENGING PART OF *NETWORKING* FOR NEWLY LICENSED AGENTS IS:**
- A. GETTING YOUR NETWORKERS TO *KNOW* YOU
 - B. GETTING YOUR NETWORKERS TO *LIKE* YOU
 - C. GETTING YOUR NETWORKERS TO *TRUST* YOU
 - D. ✓ GETTING YOUR NETWORKERS TO HAVE REAL ESTATE *CONFIDENCE* IN YOU

MODULE #3
HANDLING TELEPHONE INQUIRIES
REVIEW QUESTIONS

43. **THE CALLER'S OBJECTIVES WHEN RESPONDING TO AN ADVERTISEMENT ON A PROPERTY INCLUDE ALL OF THE FOLLOWING EXCEPT:**
- A. DECIDING WHETHER TO PURSUE THE PROPERTY
 - B. GATHERING ADDITIONAL INFORMATION ABOUT THE PROPERTY BEYOND WHAT IS IN THE AD
 - C. ✓ BUYING THE PROPERTY OVER THE PHONE "SITE UNSEEN" BASED ON WHAT THE AGENT SAYS
 - D. DECIDING WHETHER TO PURSUE THE PROPERTY WITH THE HELP OF THE AGENT WHO HANDLES THE CALL
44. **THE AGENT'S PRIMARY OBJECTIVE WHEN HANDLING A CALL FROM A BUYER PROSPECT RESPONDING TO AN ADVERTISEMENT SHOULD BE TO:**
- A. SELL THE PROPERTY OVER THE PHONE
 - B. GET THE PROSPECT PRE-QUALIFIED OR PRE-APPROVED FOR A MORTGAGE
 - C. ✓ CONVINCING THE CALLER THE AGENT KNOWS OF SEVERAL PROPERTIES WHICH POTENTIALLY MEET THE CALLER'S NEEDS
 - D. GET THE CALLER'S NAME AND PHONE NUMBER
45. **THE MOST COMMON MISTAKES MADE ON THE PHONE INCLUDE:**
- A. BEING PREPARED
 - B. ✓ GIVING OUT TOO MUCH INFORMATION
 - C. ASKING LOTS OF QUESTIONS AND LISTENING
 - D. SOUNDING ENTHUSIASTIC
46. **ONE WAY TO COMMUNICATE MORE EFFECTIVELY OVER THE PHONE IS TO:**
- A. ✓ PACE YOUR RATE OF SPEECH TO REFLECT THE RATE OF SPEECH USED BY THE CALLER
 - B. DO MOST OF THE TALKING
 - C. NOT ASK QUESTIONS
 - D. GIVE OUT LOTS OF INFORMATION ON THE PROPERTY
47. **TO BETTER CONTROL THE CALL, WE SHOULD DO ALL OF THE FOLLOWING EXCEPT:**
- A. ASK QUESTIONS IMMEDIATELY AFTER EACH CALLER QUESTION WE ANSWER
 - B. ENCOURAGE THE CALLER TO TALK
 - C. ✓ TRY TO ANSWER THE CALLER'S QUESTIONS BEFORE THEY ASK THEM
 - D. INTRODUCE OTHER PROPERTIES WHEN APPROPRIATE
48. **TO BE BETTER PREPARED TO HANDLE INCOMING CALLS, IT IS RECOMMENDED AGENTS DO ALL OF THE FOLLOWING, EXCEPT:**
- A. KNOW THE OFFICE INVENTORY
 - B. KNOW WHICH PROPERTIES ARE BEING ADVERTISED
 - C. PREPARE SWITCH SHEETS ON OFFICE LISTINGS
 - D. ✓ RELY SOLELY ON THE BROKER AND OFFICE MANAGER TO ASSIST THEM ONCE THE PHONE RINGS

MODULE #3
HANDLING TELEPHONE INQUIRIES
REVIEW QUESTIONS

49. **THE FIRST OBJECTIVE IN HANDLING AN INCOMING CALL SHOULD BE FOR THE AGENT TO:**
- A. GET THE CALLER'S NAME
 - C. GET THE CALLER TO COME INTO THE OFFICE
 - C. ✓ ESTABLISH RAPPORT WITH THE CALLER
 - D. SEPARATE THE LOOKERS/TIRE-KICKERS FROM THE REAL BUYERS
50. **IT IS RECOMMENDED THAT AN AGENT ON FLOOR DUTY ARRIVE APPROXIMATELY HOW LONG BEFORE HIS FLOOR DUTY SHIFT BEGINS?**
- A. 15 MINUTES BEFORE
 - B. 30 MINUTES BEFORE
 - C. ✓ 60 MINUTES BEFORE
 - D. 20 MINUTES BEFORE
51. **TO BETTER CONTROL THE INCOMING CALL, IT IS RECOMMENDED THE AGENT:**
- A. ENCOURAGE THE CALLER TO TALK
 - B. ANSWER THE CALLER'S QUESTIONS
 - C. ASK FOLLOW-UP QUESTIONS
 - D. ✓ ALL OF THE ABOVE
52. **ALL OF THE FOLLOWING ARE PRIMARY REASONS TO HAVE THE CALLER COME INTO THE OFFICE, EXCEPT:**
- A. BETTER DETERMINE THE CALLER'S LEVEL OF MOTIVATION
 - B. SELECT PROPERTIES WITH THEM...NOT FOR THEM!
 - C. PERSONAL SAFETY
 - D. ✓ WASTE TIME
53. **THE PRIMARY REASON CALLERS DO NOT USUALLY BUY WHAT THEY CALL-IN ON IS:**
- A. MOST CALLERS ARE NOT REALLY MOTIVATED
 - B. ✓ THEY TYPICALLY DON'T KNOW WHAT THEY WANT
 - C. THE AGENT HANDLING THE CALL IS ILL-INFORMED
 - D. THE ADVERTISEMENT THEY SAW WAS DECEPTIVE
54. **ONE OF THE MOST COMMON MISTAKES MADE BY AGENTS HANDLING INCOMING (PROSPECT) CALLS IS:**
- A. ALLOWING THE CALLER TO TALK
 - B. ASKING LOTS OF PROBATIVE QUESTIONS
 - C. ✓ GIVING OUT TOO MUCH INFORMATION
 - D. KNOWING THE OFFICE AND AREA INVENTORY

MODULE #4
APPRAISING BUYERS
REVIEW QUESTIONS

55. **THE OBJECTIVES, IN SEQUENCE, OF THE APPRAISING/EVALUATING INTERVIEW ARE:**
- A. ESTABLISH RAPPORT, CONFIRM MOTIVATION, DETERMINE NEEDS, WANTS, DESIRES AND LIFE STYLE CONSIDERATIONS, TAKE CONTROL AND DETERMINE FINANCIAL CAPABILITIES
 - B. ESTABLISH RAPPORT, DETERMINE NEEDS,WANTS, DESIRES AND LIFE-STYLE CONSIDERATIONS, DETERMINE MOTIVATION, DETERMINE FINANCIAL CAPABILITIES AND TAKE CONTROL
 - C. ✓ ESTABLISH RAPPORT, TAKE CONTROL, DETERMINE MOTIVATION, DETERMINE FINANCIAL CAPABILITIES AND DETERMINE NEEDS, WANTS, DESIRES AND LIFE-STYLE CONSIDERATIONS
 - D. NONE OF THE ABOVE
56. **TO BECOME A BETTER LISTENER, AN AGENT MIGHT WANT TO CONSIDER ALL OF THE FOLLOWING EXCEPT:**
- A. STUDYING THE PROSPECT'S BODY LANGUAGE
 - B. NOT INTERRUPTING
 - C. ESTABLISHING AND HOLDING EYE CONTACT
 - D. ✓ DOING MOST OF THE TALKING
57. **THE MOST PREVELANT DOMINANT BUYING MOTIVE IN *RESIDENTIAL* REAL ESTATE IS:**
- A. GREED
 - B. CONCERN ABOUT APPRECIATION
 - C. ✓ NEED
 - D. LOVE
58. **ALL OF THE FOLLOWING ARE TOOLS AND TECHNIQUES FOR *REDUCING LIABILITY* EXCEPT:**
- A. RECOMMENDING A PROPERTY INSPECTION
 - B. MAINTAINING A PAPER TRAIL
 - C. ✓ LETTING THE BUYER TALK DIRECTLY TO THE SELLER
 - D. ASKING FOR A COPY OF THE SELLER'S DISCLOSURE STATEMENT AS A PART OF YOUR BUYER'S OFFER
59. **ALL OF THE FOLLOWING ARE RECOMMENDED WHEN APPRAISING/EVALUATING THE BUYER, EXCEPT:**
- A. GETTING THE BUYER TO COME INTO THE OFFICE FOR THE APPRAISING/EVALUATING SESSION
 - B. ASKING LOTS OF OPEN-ENDED QUESTIONS
 - C. ELEVATING ONE'S LEVEL OF LISTENING
 - D. ✓ DOING ALL THE TALKING

MODULE #4
APPRAISING BUYERS
REVIEW QUESTIONS

60. **THE PRIMARY REASON FOR GIVING THE PROSPECTIVE BUYER AN OVERVIEW ON 'HOW YOU WORK' IS TO:**
- A. IMPRESS THE PROSPECT
 - B. ✓ BETTER CONTROL THE SESSION
 - C. SHORTEN THE LENGTH OF TIME WITH THE PROSPECT
 - D. IMPRESS THE SELLER
61. **WHILE QUESTIONING THE BUYER DURING THE BUYER COUNSELING SESSION, IT BECOMES CLEAR TO THE AGENT THAT THE BUYER IS NOT IN A POSITION TO BUY BECAUSE SHE NEEDS TO SELL HER CURRENT HOME FIRST. THE AGENT SHOULD:**
- A. PROCEED TO SHOW THE BUYER SOME PROPERTIES ANYWAY.
 - B. NOT BE CONCERNED BECAUSE THE BUYER SEEMS HIGHLY MOTIVATED
 - C. ✓ REDIRECT THE CONVERSATION TOWARD GETTING THE BUYER'S CURRENT HOME SOLD BEFORE INVESTING LOTS OF TIME SEARCHING FOR A NEW HOME
 - D. REFER THE BUYER TO A MORTGAGE LENDER TO GET PRE-QUALIFIED OR PRE-APPROVED
62. **TO REDUCE ONE'S LIABILITY WHEN WORKING THE *BUYER-SIDE* OF THE REAL ESTATE BUSINESS, IT IS RECOMMENDED THE AGENT:**
- A. GIVE THE REQUIRED DISCLOSURE STATEMENT BEFORE ASKING PROBATIVE QUESTIONS
 - B. ALWAYS RECOMMEND A HOME INSPECTION, EVEN WHEN SELLING NEW CONSTRUCTION
 - C. ASK FOR A COPY OF THE SELLER'S DISCLOSURE STATEMENT AS A PART OF THE BUYER'S OFFER
 - D. ✓ ALL OF THE ABOVE
63. **DURING THE *COUNSELING SESSION*, A BUYER TELLS THE AGENT SHE HAS BEEN PRE-APPROVED BY A MORTGAGE LENDER.**
- A. THIS IS THE SAME AS BEING PRE-QUALIFIED
 - B. ✓ THIS IS BETTER THAN BEING PRE-QUALIFIED BECAUSE THE LENDER MOST LIKELY HAS DONE A CREDIT CHECK AS A PART OF THE PRE-APPROVAL PROCESS
 - C. THIS IS NOT AS GOOD AS BEING PRE-QUALIFIED
 - D. THIS IS UNIMPORTANT AS LONG AS SHE IS HIGHLY MOTIVATED TO PURCHASE

MODULE #5
MARKETING PRESENTATION
REVIEW QUESTIONS

64. **ALL OF THE FOLLOWING ARE ESSENTIALS OF A 'QUALIFIED' MARKETING/LISTING PRESENTATION EXCEPT:**
- A. BOTH OWNERS ARE PRESENT FOR THE PRESENTATION
 - B. THE SELLERS HAVE A STRONG MOTIVATION TO SELL
 - C. THE PRESENTATION IS WITHIN YOUR TARGET MARKET AREA AND AREA OF EXPERTISE
 - D. ✓ THE PROPERTY IS LOCATED IN A HIGH DEMAND AREA
65. **THE CORRECT SEQUENCE FOR THE FOUR (4) PHASES OF MARKETING/LISTING PRESENTATION IS WHICH OF THE FOLLOWING:**
- A. APPROACH, DEMONSTRATION, QUESTION AND INSPECTION, CLOSE
 - B. APPROACH, CLOSE, QUESTION AND INSPECTION, DEMONSTRATION
 - C. ✓ APPROACH, QUESTION AND INSPECTION, DEMONSTRATION, CLOSE
 - D. APPROACH, CLOSE, DEMONSTRATION, QUESTION AND INSPECTION
66. **THE PRIMARY REASON FOR GIVING THE SELLERS AN OVERVIEW ON 'HOW I WORK' IS TO:**
- A. IMPRESS THE SELLERS
 - B. ✓ TAKE CONTROL
 - C. EXPLAIN ALL OF THE SERVICES OFFERED BY THE COMPANY
 - D. GET THE SELLERS TO SIGN THE LISTING AGREEMENT
67. **WHEN INSPECTING THE SELLERS' PROPERTY, IT IS HELPFUL TO:**
- A. GET THE SELLERS INVOLVED
 - B. INSPECT THE PROPERTY AFTER QUESTIONING THE SELLERS
 - C. USE A DETAILED, PRE-PRINTED QUESTIONNAIRE AND ASK THE SELLERS QUESTIONS ABOUT THE PROPERTY DURING THE INSPECTION
 - D. ✓ ALL OF THE ABOVE
68. **THE PRIMARY OBJECTIVES, IN SEQUENCE, OF THE DEMONSTRATION PHASE (PHASE 3) ARE:**
- A. EDUCATE, DEMONSTRATE, SUBSTANTIATE AND DIFFERENTIATE
 - B. DEMONSTRATE, EDUCATE, SUBSTANTIATE AND DIFFERENTIATE
 - C. ✓ DEMONSTRATE, EDUCATE, DIFFERENTIATE AND SUBSTANTIATE
 - D. DIFFERENTIATE, DEMONSTRATE, EDUCATE AND SUBSTANTIATE
69. **WHAT PERCENT OF THE TOTAL PRESENTATION TIME SHOULD BE SPENT IN EACH OF THE FOUR PHASES OF THE TYPICAL MARKETING/LISTING PRESENTATION?**
- A. ✓ PHASE 1 (10%), PHASE 2 (50%), PHASE 3 (25%), PHASE 4 (15%)
 - B. PHASE 1 (10%), PHASE 2 (25%), PHASE 3 (50%), PHASE 4 (15%)
 - C. PHASE 1 (25%), PHASE 2 (10%), PHASE 3 (50%), PHASE 4 (5%)
 - D. PHASE 1 (10%), PHASE 2 (50%), PHASE 3 (15%), PHASE 4 (25%)

MODULE #5
MARKETING PRESENTATION
REVIEW QUESTIONS

70. **DURING THE 'EXIT INTERVIEW' THE AGENT SHOULD NOT:**
- A. ✓ ATTEMPT TO GET THE LISTING AGREEMENT SIGNED BY THE SELLERS
 - B. ADDRESS THE POSSIBILITY OF A QUICK SALE AND THE SELLERS' POTENTIAL FEELING OF REMORSE
 - C. EXPLAIN THE PROCEDURES TO BE FOLLOWED WHEN THE PROPERTY IS BEING SHOWN
 - D. INTRODUCE AND EXPLAIN THE SALES AGREEMENT USED BY THE COMPANY
71. **THE *COMPETITIVE MARKET ANALYSIS (CMA)* SHOULD BE INTRODUCED DURING WHICH PHASE OF THE MARKETING/LISTING PRESENTATION.**
- A. PHASE 3: THE DEMONSTRATION PHASE
 - B. PHASE 1: THE APPROACH PHASE
 - C. ✓ PHASE 4: THE CLOSING PHASE
 - D. PHASE 2: THE QUESTION AND INSPECTION PHASE
72. **TO MAKE A MORE EFFECTIVE PRESENTATION, IT IS RECOMMENDED THE AGENT:**
- A. CUSTOMIZE THE PRESENTATION
 - B. USE LOT OF VISUALS
 - C. USE THE SELLERS NAME(S) OFTEN
 - D. ✓ ALL OF THE ABOVE
73. **THE RECOMMENDED SEQUENCE FOR THE VARIOUS PHASES OF A *MARKETING/LISTING PRESENTATION* IS:**
- A. APPROACH, DEMONSTRATION, QUESTION AND INSPECTION, CLOSE
 - B. APPROACH, CLOSE, DEMONSTRATION, QUESTION AND INSPECTION
 - C. APPROACH, QUESTION AND INSPECTION, CLOSE, DEMONSTRATION
 - D. ✓ APPROACH, QUESTION AND INSPECTION, DEMONSTRATION, CLOSE
74. **TO BE MORE INFLUENTIAL AND PERSUASIVE DURING THE *MARKETING/LISTING PRESENTATION*, IT IS RECOMMENDED THE AGENT:**
- A. USE LOTS OF VISUALS
 - B. CUSTOMIZE/PERSONALIZE THE PRESENTATION
 - C. USE THE SELLER'S NAME OFTEN
 - D. ✓ ALL OF THE ABOVE
75. **TO ESTABLISH *FORMAL* RAPPORT WITH A SELLER, THE AGENT MIGHT WANT TO CONSIDER:**
- A. BEING ON TIME FOR THE APPOINTMENT
 - B. SMILING WHEN THE SELLER ANSWERS THE DOOR
 - C. ✓ TALKING ABOUT THINGS IMPORTANT TO THE SELLER, SUCH AS FAMILY, BEFORE GETTING DOWN TO BUSINESS
 - D. TELLING SOME JOKES TO PUT THE SELLER AT EASE

MODULE #5
MARKETING PRESENTATION
REVIEW QUESTIONS

76. **OF THE FOUR (4) PHASES OF A *MARKETING/LISTING PRESENTATION*, WHICH PHASE MIGHT BE CONSIDERED THE MOST CRITICAL IN SECURING A *MARKETABLE LISTING*?**
- A. PHASE I (APPROACH PHASE)
 - B. PHASE IV (CLOSING PHASE)
 - C. PHASE III (DEMONSTRATION PHASE)
 - D. ✓ PHASE II (QUESTION AND INSPECTION PHASE)
77. **IT IS RECOMMENDED THE AGENT CONDUCT A *PROPERTY INSPECTION***
- A. UPON ARRIVAL AT THE PROPERTY
 - B. ✓ AFTER QUESTIONING THE SELLER
 - C. BEFORE QUESTIONING THE SELLER
 - D. AFTER GETTING THE LISTING AGREEMENT SIGNED
78. **THE OBJECTIVE OF '*CONFIRMING THE LISTING*' IS TO:**
- A. MAKE SURE ALL OWNERS ARE PRESENT AT THE MARKETING/LISTING PRESENTATION
 - B. GET THE OWNERS TO SIGN THE LISTING AGREEMENT
 - C. ✓ MAKE SURE THE OWNERS FULLY UNDERSTAND AND APPRECIATE WHAT YOU AND THE COMPANY WILL DO TO EFFECTIVELY MARKET AND SELL THE PROPERTY
 - D. SIMPLIFY THE LISTING PROCESS
79. **DURING THE '*EXIT INTERVIEW*' OF THE MARKETING/LISTING PRESENTATION, IT IS RECOMMENDED THE AGENT:**
- A. ADDRESS THE POSSIBILITY OF A QUICK SAL AND POTENTIAL SELLER'S REMORSE
 - B. ASK THE SELLER NOT TO BE PRESENT WHEN THE PROPERTY IS BEING SHOWN
 - C. INTRODUCE AND PARAPHRASE THE COMPANY'S SALES AGREEMENT/SALES CONTRACT
 - D. ✓ ALL OF THE ABOVE
80. **THE BEST ROOM IN THE HOUSE TO MAKE THE *LISTING/MARKETING PRESENTATION* WOULD BE:**
- A. LIVING ROOM
 - B. FAMILY ROOM
 - C. PATIO
 - D. ✓ KITCHEN
81. **IF A SELLER INDICATES THEY WISH TO LIST THE PROPERTY BEFORE THE AGENT COMPLETES THE MARKETING/LISTING PRESENTATION, THE AGENT SHOULD:**
- A. IGNORE THE SELLER'S REQUEST AND PROCEED WITH YOUR PRESENTATION
 - B. EXPLAIN TO THE SELLER THEY HAVE ADDITIONAL TOPICS TO DISCUSS AND PROCEED WITH THE PRESENTATION
 - C. SUGGEST THE SELLER THINK ABOUT IT OVERNIGHT
 - D. ✓ TAKE THE LISTING!

MODULE #6
CONTROLLING THE PRICING STRATEGY
REVIEW QUESTIONS

82. **ALL OF THE FOLLOWING ARE CONSIDERED MAJOR FACTORS WHICH INFLUENCE THE *PRICING STRATEGY* EXCEPT:**
- A. LOCATION
 - B. SQUARE FOOTAGE OF THE LOT
 - C. SQUARE FOOTAGE OF THE IMPROVEMENTS
 - D. ✓ THE TIME OF YEAR THE PROPERTY IS LISTED
83. **THE PRIMARY REASON GIVEN BY SELLERS FOR OVERPRICING THEIR PROPERTY IS THEY:**
- A. WANT ROOM FOR NEGOTIATING
 - B. WANT TO RECOUP COST OF IMPROVEMENTS
 - C. ✓ NEED THE MONEY
 - D. OVERPAID FOR IT WHEN THEY BOUGHT IT
84. **ALL OF THE FOLLOWING ARE BENEFITS TO THE SELLER OF A REALISTIC *PRICING STRATEGY* EXCEPT:**
- A. MORE BUYER EXPOSURE
 - B. FASTER SALE
 - C. ✓ MORE INCONVENIENCE
 - D. ATTRACT HIGHER OFFERS RELATIVE TO LIST PRICE
85. **WHICH OF THE FOLLOWING STATEMENTS ABOUT A *COMPETITIVE MARKET ANALYSIS (CMA)* IS INCORRECT:**
- A. A *CMA* IS NOT AN APPRAISAL
 - B. ✓ THEY ARE SCIENTIFIC
 - C. AGENTS TYPICALLY DON'T GET PAID FOR PREPARING *CMAs*
 - D. THEY SHOULD BE SUPPORTED BY PRINT-OUTS OF ADDITIONAL COMPARABLE PROPERTIES CURRENTLY FOR SALE, AND RECENTLY SOLD BEYOND WHAT APPEAR IN THE *CMA*
86. **TO ASSIST THE SELLER IN ARRIVING AT A REALISTIC LIST PRICE THE AGENT SHOULD DO WHICH OF THE FOLLOWING:**
- A. INTRODUCE AND EXPLAIN WHAT A *COMPETITIVE MARKET ANALYSIS (CMA)* IS, WHY IT IS USEFUL, WHERE THE INFORMATION CAME FROM AND EXPLAIN ALL ADJUSTMENTS MADE TO THE COMPARABLES
 - B. BELIEVE IN THEIR PRICING RECOMMENDATION
 - C. EMPHASIZE THE BENEFITS TO THE SELLER OF A REALISTIC PRICING STRATEGY
 - D. ✓ ALL OF THE ABOVE
87. **WHEN DISCUSSING THE *MARKETING FEE/COMMISSION* THE AGENT SHOULD DO ALL OF THE FOLLOWING EXCEPT:**
- A. EXPLAIN HOW THE SERVICES THEY PROVIDE WILL EITHER AVOID A LOSS OR GAIN A BENEFIT FOR THE SELLER
 - B. SELL THE BENEFITS OF WHAT THEY DO
 - C. QUOTE THEIR FEE WITH CONFIDENCE
 - D. ✓ STRESS THAT *MARKETING FEES/COMMISSION* ARE FIXED BY LAW AND NOT MATTER OF NEGOTIATION BETWEEN THE SELLER AND BROKER

MODULE #6
CONTROLLING THE PRICING STRATEGY
REVIEW QUESTIONS

88. **WHEN INTRODUCING AND EXPLAINING THE *COMPETITIVE MARKET ANALYSIS (CMA)*, THE AGENT SHOULD :**
- A. DISCUSS LOCAL MARKET CONDITIONS WITH THE SELLER
 - B. NOT RECOMMEND A PRICING STRATEGY BEFORE EXPLAINING WHAT THE *CMA* IS, WHY IT IS USEFUL, WHERE THE INFORMATION CAME FROM AND ANY ADJUSTMENTS THE AGENT MADE
 - C. EXPLAIN WHAT IS MEANT BY THE TERM 'COMPARABLE PROPERTIES'
 - D. ✓ ALL OF THE ABOVE
89. **WHY USE A MULTI-COLUMN *SELLER'S NET SHEET*?**
- A. TO GIVE THE SELLER A REALISTIC RANGE OF WHAT THEY ARE LIKELY TO NET FROM THE SALE
 - B. TO AVOID HAVING THE SELLER GET LOCKED-IN ON FIXED AMOUNT OF SELLER PROCEEDS FROM THE SALE
 - C. TO ELIMINATE POTENTIAL OBJECTIONS AT THE TIME AN OFFER IS PRESENTED
 - D. ✓ ALL OF THE ABOVE
90. **TO BE CONVINCING ENOUGH TO GET THE SELLER TO PRICE THE PROPERTY CORRECTLY, THE AGENT SHOULD:**
- A. KNOW THE INFORMATION CONTAINED IN THE COMPETITIVE MARKET ANALYSIS (*CMA*)
 - B. BE PREPARED TO HANDLE OBJECTIONS
 - C. STRESS THE IMPORTANCE OF BEING PRICED CORRECTLY
 - D. ✓ ALL OF THE ABOVE
91. **USING THE '*LIE OR LEVEL TECHNIQUE*' WHEN INTRODUCING AND EXPLAINING THE COMPETITIVE MARKET ANALYSIS (*CMA*) IS DESIGNED TO:**
- A. MAKE OTHER AGENTS LOOK DISHONEST
 - B. SCARE THE SELLER
 - C. ✓ ADMIT TO THE SELLER IT IS EASIER FOR SOME AGENTS TO TELL THE SELLER WHAT THEY WANT TO HEAR, RATHER THAN TO TELL THEM THE TRUTH
 - D. CONFUSE THE SELLER

MODULE #7
OBJECTION HANDLING
REVIEW QUESTIONS

92. **WHICH OF THE FOLLOWING STATEMENTS ABOUT *OBJECTION HANDLING* IS INCORRECT:**
A. EFFECTIVE *OBJECTION HANDLING* INVOLVES THE USE OF VISUALS WHENEVER POSSIBLE
B. SOMETIMES A SIMPLE NUDGE WILL DO
C. ✓ *OBJECTION HANDLING* IS SCIENTIFIC
D. ONE MUST LEARN TO DISTINGUISH A *CONDITION*, FROM A *STALL*, FROM A *REAL OBJECTION* TO BE EFFECTIVE
93. **WHICH OF THE FOLLOWING BEST DEFINES A *CONDITION*?**
A. THE REAL REASON THE PROSPECT FEELS THEY SHOULD NOT PROCEED
B. WHAT THE PROSPECT SAYS TO HIDE THE REAL REASON THEY FEEL THEY SHOULD NOT PROCEED
C. ✓ THE REAL REASON THE PROSPECT CANNOT PROCEED
D. NONE OF THE ABOVE
94. **WHICH OF THE FOLLOWING IS NOT ONE OF THE SELLERS' MOST COMMON *OBJECTIONS*:**
A. LENGTH OF LISTING AGREEMENT
B. TYPE OF LISTING AGREEMENT
C. ✓ DISTANCE TO WORK
D. MARKETING FEE/COMMISSION
95. **THE FOURTH STEP IN THE TECHNIQUE FOR HANDLING *STALLS* AND *REAL OBJECTIONS* IS:**
A. TIE-DOWN
B. ✓ ISOLATE
C. THOUGHTFUL PAUSE
D. EMPATHIZE
96. **WHICH OF THE FOLLOWING DEFINES WHAT A *REAL OBJECTION* IS:**
A. A VEILED REQUEST FOR MORE INFORMATION
B. THE PROSPECT SAYING THEY NEED MORE INFORMATION BEFORE THEY CAN MAKE AN INTELLIGENT DECISION
C. NEITHER OF THE ABOVE
D. ✓ BOTH OF THE ABOVE
97. **THE MOST COMMON *OBJECTIONS* AGENTS RECEIVE FROM BOTH SELLERS AND BUYERS DEAL WITH:**
A. DOWNPAYMENT
B. CLOSING DATE
C. ✓ PRICE
D. COMMISSION
98. **THE MOST EFFECTIVE WAY OF DEALING WITH A *PRICING OBJECTION* IS:**
A. IGNORE IT
B. TALK YOUR WAY THROUGH IT

MODULE #7
OBJECTION HANDLING
REVIEW QUESTIONS

98. **THE MOST EFFECTIVE WAY OF DEALING WITH A *PRICING OBJECTION* IS:**
A. IGNORE IT
B. TALK YOUR WAY THROUGH IT
C. ✓ SHOW AND EXPLAIN A *COMPETITIVE MARKET ANALYSIS*
D. USE TESTIMONIALS
99. **THE MAJOR DISTINCTION BETWEEN A *CONDITION* AND A *REAL OBJECTION* IS:**
A. A *CONDITION* IS BASED ON A FEELING
B. A *REAL OBJECTION* IS BASED ON A FACT OR CIRCUMSTANCE
C. ✓ A *CONDITION* IS BASED ON A FACT OR CIRCUMSTANCE
D. A *REAL OBJECTION* IS WHAT THE PROSPECT SAY TO HIDE, FOR WHATEVER REASON, THE REAL REASON THEY FEEL THEY SHOULD NOT PROCEED
100. **THE THIRD STEP IN THE *SEVEN (7) STEP TECHNIQUE FOR CONTROLLING STALLS AND REAL OBJECTIONS* IS:**
A. ISOLATE
B. THOUGHTFUL PAUSE
C. TIE-DOWN
D. ✓ CLARIFY
101. **THE MOST EFFECTIVE WAY OF DEALING WITH *OBJECTIONS* IS:**
A. VERBALLY
B. VISUALLY
C. ✓ VERBALLY AND VISUALLY
D. IGNORING THEM
102. **THE CORRECT SEQUENCE IN THE *SEVEN (7) STEP TECHNIQUE FOR HANDLING STALLS AND REAL OBJECTIONS* IS:**
A. PAUSE, EMPATHIZE, ISOLATE, CLARIFY, HANDLE, TIE-DOWN, NUDGE
B. PAUSE, NUDGE, ISOLATE, HANDLE, CLARIFY, TIE-DOWN, EMPATHIZE
C. ✓ PAUSE, EMPATHIZE, CLARIFY, ISOLATE, HANDLE, TIE-DOWN, NUDGE
D. PAUSE, CLARIFY, EMPAHTIZE, ISOLATE, HANDLE, TIE-DOWN, NUDGE
103. **A SELLER SAYS TO THE AGENT AT THE CONCLUSION OF THE MARKETING/LISTING PRESENTATION “*I WANT TO THINK IT OVER!*” THIS IS AN EXAMPLE OF A:**
A. REAL OBJECTION
B. CONDITION
C. ✓ STALL
D. BOTH A CONDITION AND REAL OBJECTION

MODULE #8
CLOSINGS AND NEGOTIATING TECHNIQUES
REVIEW QUESTIONS

104. **ALL OF THE FOLLOWING ARE EXPLANATIONS WHY SALESPEOPLE FIND IT DIFFICULT TO *CLOSE* THE SALE EXCEPT:**
- A. THEY DON'T UNDERSTAND THEIR ROLE AS A FACILITATOR
 - B. THEY DON'T KNOW HOW TO *CLOSE*
 - C. FEAR OF FAILURE
 - D. ✓ THEY UNDERSTAND *CLOSING* IS A PROCESS AND *NOT* A SEPARATE, ISOLATED EVENT
105. **WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES A *TRIAL CLOSE*:**
- A. IT ASKS FOR A DECISION
 - B. IT ASKS FOR AN OPINION AND A DECISION
 - C. ✓ IT ASKS AN OPINION
 - D. IT ASKS FOR THE ORDER
106. **WHICH OF THE FOLLOWING FUNDAMENTAL PROFESSIONAL CLOSING TECHNIQUES WEIGHS THE *PROS* AND *CONS* OF THE DECISION?**
- A. THE NARRATIVE CLOSE
 - B. THE QUESTION CLOSE
 - C. THE SUMMARY CLOSE
 - D. ✓ THE BEN FRANKLIN/BALANCE SHEET CLOSE
107. **WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES A *FINAL CLOSE*:**
- A. ✓ IT ASKS FOR A DECISION
 - B. IT ASKS FOR AN OPINION AND A DECISION
 - C. IT ASKS AN OPINION
 - D. IT ASKS FOR A COUNTER-OFFER
108. **ALL OF THE FOLLOWING ARE WAYS AN AGENT CAN FACILITATE NEGOTIATIONS EXCEPT:**
- A. PREPARING THE EMOTIONAL CLIMATE
 - B. RESPECTING THE OTHER PARTY'S UNSPOKEN NEEDS
 - C. ✓ ENCOURAGING THE CLIENT TO HAVE HIDDEN AGENDAS
 - D. PREPARING THE PHYSICAL ENVIROMENT
109. **WHEN PREPARIING TO PRESENT AN OFFER, THE SELLING AGENT SHOULD:**
- A. MAKE MULTIPLE COPIES OF THE BUYER'S OFFER
 - B. REVIEW THE BUYERS' OFFER IN THE CONTEXT OF THE MANNER IN WHICH THE PROPERTY IS LISTED
 - C. EVALUATE THE PROS AND CONS OFTHE BUYER'S OFFER AND PREPARE TO HANDLE POTENTIAL SELLER OBJECTIONS BEFORE THEY ARISE
 - D. ✓ ALL OF THE ABOVE

MODULE #8
CLOSINGS AND NEGOTIATING TECHNIQUES
REVIEW QUESTIONS

110. **WHICH OF THE FOLLOWING IS AN EXAMPLE OF A *LOW RISK* NEGOTIATION TACTIC:**
- A. ADOPTING A TAKE-IT OR LEAVE-IT ATTITUDE
 - B. WALKING OUT OF THE NEGOTIATION
 - C. ✓ SOLVING MINOR ISSUES FIRST
 - D. RIDICULOUSLY LOW INITIAL OFFER
111. **WHICH OF THE FOLLOWING IS AN EXAMPLE OF A *HIGH RISK* NEGOTIATION TACTIC:**
- A. SILENCE
 - B. HUMANIZING/PERSONALIZING THE BUYER TO THE SELLER
 - C. HUMANIZING/PERSONALIZING THE SELLER TO THE BUYER
 - D. ✓ ALLOWING THE SELLER TO TAKE ALL THE TIME THEY WANT TO CONSIDER THE BUYER'S OFFER
112. **ALL OF THE FOLLOWING ARE WAY TO PREPARE FOR *NEGOTIATIONS* EXCEPT:**
- A. ENCOURAGING RESPECT BETWEEN THE PARTIES TO THE NEGOTIATIONS
 - B. PREPARING THE PHYSICAL ENVIROMENT
 - C. RESPECTING THE 'UNSpoken NEEDS' OF THE PARTIES TO THE NEGOTIATIONS
 - D. ✓ GETTING EMOTIONALLY INVOLVED
113. **TO BETTER CONTROL THE PRESENTATION OF THE BUYER'S OFFER, THE LISTING AGENT MIGHT WANT TO PRESENT THE OFFER TO THE SELLER:**
- A. IN THE SELLER'S HOME
 - B. IN THE SELLING AGENT'S OFFICE
 - C. AT A NEUTRAL SITE, SUCH AS A RESTAURANT
 - D. ✓ IN THE LISTING AGENT'S OFFICE
114. **WHEN WRITING OFFERS AND COUNTER-OFFERS, IT IS RECOMMENDED THE AGENT:**
- A. PUT EVERYTHING IN WRITING
 - B. BE SPECIFIC
 - C. COUNSEL THE CLIENT TO BE REALISTIC
 - D. ✓ ALL OF THE ABOVE
115. **TO MINIMIZE SALES FAILURE, IT IS RECOMMEDED THE AGENT:**
- A. MINIMIZE CHANGES TO OFFERS AND COUNTER-OFFERS
 - B. CREATE AND USE SYSTEMS AND CHECKLIST TO RUN THEIR BUSINESS
 - C. ANTICIPATE AND HANDLE OBJECTIONS IN ADVANCE/UPFRONT
 - D. ✓ ALL OF THE ABOVE

MODULE #8
CLOSINGS AND NEGOTIATING TECHNIQUES
REVIEW QUESTIONS

116. USING A PHRASE LIKE: “*LET’S EXPLORE WAYS WE CAN MAKE THIS WORK!*”, WOULD BE A GOOD EXAMPLE OF:
- A. WISHFUL THINKING
 - B. PLEA BARGAINING
 - C. ✓ CREATIVE PROBLEM SOLVING LANGUAGE
 - D. SELF-SERVING LANGUAGE
117. WHEN USING THE *BEN FRANKLIN/BALANCE SHEET* CLOSING TECHNIQUE, THE AGENT WOULD:
- A. ✓ HELP THE BUYER IDENTIFY ONLY THE POSITIVES ABOUT THE PROPERTY
 - B. HELP THE BUYER IDENTIFY ONLY THE NEGATIVES ABOUT THE PROPERTY
 - C. LET THE BUYER IDENTIFY BOTH THE POSITIVES AND NEGATIVES ABOUT THE PROPERTY
 - D. HELP THE BUYER IDENTIFY BOTH THE POSITIVES AND NEGATIVES ABOUT THE PROPERTY
118. WHICH OF THE *FOUR (4) FUNDAMENTAL CLOSING TECHNIQUES* WORKS BEST WHEN THE AGENT HELPS THE DECISION-MAKING PROCESS BY HAVING THE PROSPECT CREATE A VISUAL OF THE *PROS AND CONS* OF THE DECISION:
- A. SUMMARY CLOSE
 - B. QUESTION CLOSE
 - C. ✓ BEN FRANKLIN/BALANCE SHEET CLOSE
 - D. NARRATIVE CLOSE
119. DURING THE COURSE OF SHOWING A PROPERTY TO A BUYER, THE AGENT ASKS: “*WHAT DO YOU THINK OF THE NEIGHBORHOOD?*” THIS IS AN EXAMPLE OF:
- A. STEERING
 - B. FINAL CLOSE
 - C. ✓ TRIAL CLOSE
 - D. MANIPULATION
120. WHEN PRESENTING AN OFFER TO AN OUT-OF-AREA SELLER, IT IS RECOMMENDED THE AGENT:
- A. CALL THE SELLER AND SUMMARIZE THE OFFER OVER THE PHONE BEFORE MAILING OR EMAILING IT TO THE SELLER
 - B. ✓ HAVE SOMEONE ELSE IN THE OFFICE CALL THE SELLER, LET THEM KNOW AN OFFER IS COMING IN ON THE PROPERTY, TELL THEM IT WILL BE FAXED/E-MAILED AND ASK THE SELLER A GOOD TIME FOR THE LISTING AGENT TO FOLLOW-UP WITH A PHONE CALL TO DISCUSS THE OFFER
 - C. FAX/E-MAIL THE OFFER TO THE SELLER WITH INSTRUCTIONS TO REVIEW THE OFFER AND GET BACK TO THE LISTING AGENT
 - D. SEND THE OFFER VIA OVERNIGHT DELIVERY WITH INSTRUCTIONS ON WHERE THEY NEED TO SIGN

MODULE #8
CLOSINGS AND NEGOTIATING TECHNIQUES
REVIEW QUESTIONS

121. THE FUNDAMENTAL CLOSING TECHNIQUE WHICH RELIES ON USE OF *SPECIFICS* AND THE WORDS *FEEL/FELT/FOUND* IS THE:
- A. SUMMARY CLOSE
 - B. QUESTION CLOSE
 - C. ✓ NARRATIVE CLOSE
 - D. BEN FRANKLIN/BALANCE SHEET CLOSE
122. THE BUYER ASKS THE AGENT IF THE REFRIGERATOR IS INCLUDED IN THE LISTING. THE AGENT RESPONDS: “*I BELIEVE IT IS. TO BE ON THE SAFE-SIDE WOULD YOU LIKE ME TO INCLUDED IT AS A CONTINGENCY IN THE PURCHASE AGREEMENT?*” THE AGENT’S RESPONSE IS AN EXAMPLE OF:
- A. A *TRIAL CLOSE*
 - B. POOR SALES TECHNIQUE
 - C. AGRESSIVENESS
 - D. ✓ A *FINAL CLOSE*
123. WHICH OF THE FOLLOWING STATEMENTS IS INCORRECT:
- A. A *TRAIL CLOSE* ASKS FOR AN OPINION
 - B. THE *CLOSE* IS THE NATURAL CONCLUSION TO THE SALES PROCESS
 - C. A *FINAL CLOSE* ASKS FOR A DECISION
 - D. ✓ A *TRAIL CLOSE* ASKS FOR A DECISION