

# i-FASTTRAC Course Details and Syllabus

The i-FASTTRAC Real Estate Training Program is a 3-month over 24 Sessions divided into 6-Weeks of i-FASTTRAC 101 and 6-Weeks of i-FASTTRAC 201. Each Session is 3 hours long; on Mondays and Tuesdays the sessions are lead by Kevin Ahearn and on Wednesdays and Thursdays by Key Yessaad. Sessions start promptly at 1pm EST and end at 4pm.



## iF101 Session #1 Kevin - Understanding The Real Estate Business and Goal Setting

### Part 1: Program Overview; Understanding the Real Estate Business; The Success Formulas

*Time: 85' - 1:00 pm - 2:25 pm*

Kevin introduces participants to a 'how to' video which gives a structural and philosophical 'Overview' of the i-FASTTRAC 101 and 201 programs. He cultivates a better appreciation for, and understanding of, the real estate business and what it takes to be successful; introduces and explains the Real Estate Success Triangle, the Variables Impacting Short and Long-term Production and the Importance of Awareness, Control and Commitment. Kevin also introduces three (3) proven formulas for success: the Listing Success Formula; the Sales Success Formula and the Personal/Business Success Formula.

### Part 2: Goal Setting

*Time: 85' - 2:35 pm - 4:00 pm*

Without goals we tend to lose direction and end-up working harder rather than smarter! In this session, Kevin addresses why we need to set goals; the 'facts' about goals; and 'how to' establish and achieve goals! He also introduces two automated documents (each with 'how to' video support): the Business Income Goals Worksheet and Personal and Business Expense Analysis.

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## iF101 Session #2 Kevin - Effective Time Management for Real Estate Success

### Part 1: Time Management: Part 1

*Time: 85' - 1:00 pm - 2:25 pm*

The single most precious, irreplaceable resource we all have is time! Agents need to be acutely aware of this because in real estate: 'We don't get paid for the work we do' we only get paid for the results we produce! - In this session, Kevin outlines the benefits of time management; the 'facts' about time management; the four (4) kinds of time; and 'how to' structure an effective Time Management Plan.

### Part 2: Time Management: Part 2

*Time: 85' - 2:35 pm - 4:00 pm*

In this session, Kevin finishes his discussion of Time Management by emphasizing the importance of planning in weekly increments; holding oneself accountable; and regularly reviewing one's Time Management Plan. He introduces two (2) automated time management documents (both supported by a 'How to' videos): Weekly Planner and Weekly Activity Report. He also identifies and interactively discusses the Time Robbers and Time Savers. And, for the first time, participants are introduced to i-FASTTRAC® Mantras and how to use and benefit from them.

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## **iF101 Session #3 Key - Your Technology Communication Tools and Time Management**

### **Part 1: SmartPhones, Tablets, Laptops, and Communication Tools**

*Time: 80' - 1:00 pm – 2:20 pm*

We live in the age of integrated Communication; one important tool that real estate agents must realize they need is a properly connected Smartphone. The ability to run all your communication in a synced fashion will open opportunities for your business to grow. What are the tools, specs, and habits needed to deploy a properly Integrated Smartphone tied to your tablets and Laptops.

### **Part 2: Managing your Time, Contacts, Emails, and Texts**

*Time: 75' - 2:40 pm - 3:55 pm*

Communication in Real Estate is job 1! It is this commitment and the ability to remain focused, and not get overwhelmed with your emails, contacts, texts, Social Media, and Time Blocking require you deploy the right tools and to acquire the right habits. Learn the easy steps of using technology, Tools, and Web Solutions, in your business and make time for the important activity of Prospecting.

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## **iF101 Session #4 Key - Internet Marketing, the Psychology of Search Engines, and Indexing**

### **Part 1: The Fundamentals of Marketing and Inbound Marketing**

*Time: 80' - 1:00 pm – 2:20 pm*

Traditional Marketing and Internet Marketing are not the same! It is the distinction between Outbound Marketing versus the internet based Inbound Marketing that defines Web Marketing. The job of the real estate agent is to understand that distinction and offer the most effective marketing to their sellers and have the right marketing magnet to attract Buyers and Sellers.

### **Part 2: The Psychology of Search Engines: An Introduction and Statistics**

*Time: 75' - 2:40 pm - 3:55 pm*

Your Buyers and Sellers have embraced the Internet and they have learned to use Search Engines to seek information and Solutions; and it is this fact that forces you to get into the psychology of Search Engines like Google, Bing, and Yahoo. How do you start building the right thinking to attract Search Engines to you? And most importantly what does Google look for?

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## **iF101 Session #5 Kevin - Prioritized/Proactive Prospecting**

### **Part 1: Prioritized/Proactive Prospecting: 'Daily Prospecting Funnel'; Warm Canvassing; Script Building**

*Time: 70' - 1:00 pm - 2:10 pm*

The single most important activity an agent can undertake is prioritized/proactive prospecting and lead generation! Yet most agents fail to do so consistently! In this session, Kevin interactively explores the reasons agents tend to be more reactive than proactive when it comes to prospecting. He also introduces and explains (with 'how to' video support) the relevance of the Daily Prospecting Funnel to agents at different levels of production. He then shows participants how easy it is to build personalized prospecting scripts that work.

### **Part 2: Prioritized/Proactive Prospecting: 'Integrated' Open Houses and Target Marketing/Farming**

*Time: 100' - 2:20 pm – 4:00 pm*

In this day and age, agents need to learn the importance of 'integrating' traditional 'outbound' marketing techniques with non-traditional 'inbound' marketing strategies. Participants will be introduced to a step-by-step strategy for promoting, hosting and following-up 'Integrated' Open Houses. Agricultural 'farming' is in concert with the Laws of Nature - i.e. 'It takes time'! The same can be said for 'farming' in real estate! In this session, Kevin introduces proven strategies and techniques for significantly shortening the developmental time of a geographic farm; introduces and develops the concept (and benefits) of 'Integrated' Farming; provides a detailed checklist, parameters and guidelines for development of a geographic farm.

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## **iF101 Session #6 Kevin - Prioritized/Proactive Prospecting**

### **Part 1: Prioritized/Proactive Prospecting: For Sale By Owners**

*Time: 85' - 1:00 pm – 2:25 pm*

Why do some sellers choose to sell 'For Sale By Owner'? What are the keys agents need to remember when working For Sale By Owners? In this session, Kevin interactively explores the answers to these questions; addresses 30 ways agents can more effectively work For Sale By Owners; and introduces and explains (with 'how to' video support) the For Sale By Owner Questionnaire and four (4) unique and proven For Sale By Owner Approaches.

### **Part 2: Prioritized/Proactive Prospecting: 'Integrated' Just Listed/Sold Promotions**

*Time: 85' - 2:35 pm – 4:00 pm*

You've just gotten a 'marketable' listing or sold a piece of property. Now what? In this session, Kevin shows agents 'how to' parley one piece of business into two, two pieces of business into four etc. How? Simply by initiating proactive, 'Integrated' Just Listed or Just Sold Promotions which enable agents to take full advantage of their 'bragging rights'! Kevin also outlines and explains the step-by-step prospecting strategy that needs to be implemented and helps participants create personalized prospecting scripts that are highly productive.

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## **iF101 Session #7 Key - Internet Spiders and Search Engine Optimization Concepts**

### **Part 1: Internet Spiders and their role in the Indexing Process**

*Time: 80' - 1:00 pm – 2:20 pm*

The language of the Internet is HTML, and you are not here to learn to write code; but there are few things that you can learn to comprehend what Web Crawlers focus on. What are Web Crawlers? How do they work? How do I control them to visit my Real Estate Website? What is indexing and how can I find what my website scale is? And what is all this fuss about Keywords - how do I focus on the right ones?

### **Part 2: Search Engine Optimization Fundamental Concepts and Thinking**

*Time: 75' - 2:40 pm - 3:55 pm*

SEO is a concept that is bandied about all over the internet; what is Search Engine Optimization? And how does this concept apply to Real Estate Websites? Ranking high for the right Keywords requires a website with the right content, the right inbound hyperlinks, and an understanding that Web Solutions Vendors do not always tell you what they offer that is important versus fluff marketing.

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## **iF101 Session #8 Key - Internet Marketing Bio and the Effective Channels Visibility**

### **Part 1: Your Real Estate Marketing Bio: Its Scale and Power**

*Time: 80' - 1:00 pm – 2:20 pm*

What is an Internet Marketing Bio and how do I deploy one? Your Presence on the Internet needs to be multifaceted, scalable, and Google-able; your clients will Google you, behind your back, to validate your Real Estate Knowledge - How do you create an Internet Presence beyond Social Media? What should you include in your Marketing Bio? What do Search Engines look for and how long should your Bio be?

### **Part 2: The Channels of Visibility for your Internet Marketing Bio**

*Time: 75' - 2:40 pm - 3:55 pm*

You have learned how to put together an Effective Internet Marketing Bio; Now what? Where do you place your Bio on the Internet in order to become highly visible? What are all of the channels that an agent should deploy with their Marketing Bio? And what are the mistakes agents should not commit when visiting these sites? Hint: Learn How to create a Social Email that will help you connect with your Business Email!

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## **iF101 Session #9 Kevin - Prioritized/Proactive Prospecting**

### **Part 1: Prioritized/Proactive Prospecting: Expired Listings**

*Time: 85' - 1:00 pm - 2:25 pm*

In this session, Kevin interactively explores the answers to the question: 'Why do listings expire'? He introduces more than a dozen ways for agents to more effectively work Expired Listings; he gets agents ready for the seller's most likely responses to the question 'Is your property still for sale?'; introduces (with 'how to' video support) the unique and proven Marketability Survey; and he helps agents build Expired Listing prospecting scripts designed to get the listing presentation appointment each and every time.

### **Part 2: Prioritized/Proactive Prospecting: 'How To' Build A Referral-Based Business**

*Time: 85' - 2:35 pm – 4:00 pm*

Why is it that some agents are consistently more productive than others? And, why is it that top-producing agents typically work smarter, rather than harder, than new and mid-level producers? The answer: because top-producers have, over time, built a viable 'Referral-Based' Business. In this session, Kevin introduces a six (6) step system for building a referral-system; five (5) components of such a system; 'How To' structure your referral-database; 'How To' evaluate/rate candidates for the database; and introduces the Prioritized/Proactive Prospecting and Lead Generation Mantras.

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## **iF101 Session #10 Kevin - Lead Capture, Cultivation, Conversion and Management**

### **Part 1: Lead Capture, Cultivation, Conversion and Management: Part A**

*Time: 85' - 1:00 pm - 2:25 pm*

Generating leads is easy! Generating, converting and managing 'quality leads' is also easy! if you correctly understand: where 'quality leads' originate; the lead capture and conversion process; the 'facts' about lead capture and conversion; the numerous 'realities' of lead capture and conversion; and 'how to' avoid the most common mistakes agents make when capturing and converting leads. Kevin will address these and other lead generation, cultivation and conversion issues in this 'eye-opening' session.

### **Part 2: Lead Capture, Cultivation, Conversion and Management: Part B**

*Time: 85' - 2:35 pm – 4:00 pm*

In this session, Kevin contrasts the Lead's Objectives in making inquiries and the Agent's Objectives in handling the inquires; suggests ways to better control the 'initial' phone conversation with a new prospect; introduces the fourteen (14) stepping stones to getting the appointment; and introduces ten (10) 'traditional' closes that enhance the possibility of getting the 'face-to-face' appointment with the prospect.

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## **iF101 Session #11 Key - Web Platforms and the Tools of Successful Real Estate Websites**

### **Part 1: Real Estate Web Services: The Various Web Platforms and Solutions**

*Time: 80' - 1:00 pm – 2:20 pm*

Real Estate Websites come in a variety of flavors and are not all geared to do the same thing; many Website Vendors offer excellent 'Hands-off' Websites; others focus on the 'Do-It-Yourself Internet Marketer'; yet others bridge no gap and offer little value when it comes to Web Tools for Real Estate Agents. What are the various types of Web Platforms and what are their Pros and Cons.

### **Part 2: The Essential Tools and Services of a proper Real Estate Website**

*Time: 75' - 2:40 pm - 3:55 pm*

What are the primary ingredients and tools of your Real Estate Web Container that will help you with Internet Marketing, SEO, Internet Visibility, and Lead Generation? Your website needs to become a Marketing Tool that helps you with your Sellers as well as be attractive and Sticky to would-be Buyers. The days of having a glorified business card on the internet that you call your website are long gone.

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## iF101 Session #12 Key - Lead Management Systems and an Introduction to Internet Verbs

### Part 1: Real Estate Lead Management Systems and the Habits of Conversion

Time: 80' - 1:00 pm – 2:20 pm

There are various Lead Management Systems on the market; some are broker driven by Pay-per-Clicks and Google Adwords, others self-made and/or integrated within your website. What are they and how do they work? What are the Pros and Cons? Most importantly: What are the habits that will help Real Estate Agents become more successful at turning Internet Registrations into Real Estate Closings?

### Part 2: Hyperlinks and Real Estate Strategic Links; a How To Session

Time: 75' - 2:40 pm - 3:55 pm

By now you have learned the importance of Hyperlinks, also known as Links for short. Let us learn how to turn text and pictures into hyperlinks; Let's also learn what Strategic links are, and how to create them. What is the difference between all the possible links? Which one do Search Engines follow and which one are cosmetic? This session also includes an understanding of the Link versus Like Economy.



**Training Course Details**

**i-FASTTRAC® 201**

Over 300 Hours of Live and Interactive Training per year +  
A growing Library of over 70 How-To Videos  
with topics added weekly

[www.LiveInteractiveTraining.com](http://www.LiveInteractiveTraining.com) - (407) 331-5738

Kevin Ahearn Key Yessaad

## iF201 Session #1 Kevin - Transition Power and The Buyer Evaluation Counseling Process

### Part 1: Transition Power; How Real Estate Agents Transition to the Next Level

Time: 85' - 1:00 pm - 2:25 pm

In this opening session of i-FASTTRAC® 201, Kevin interactively addresses the age-old question: Why does agent productivity tend to plateau? He offers insight from the perspective of different levels of agent: New and Aspiring Agents, Mid-Level Producers, Top Producers and 'Superstars'. He then sets the stage for the balance of i-FASTTRAC® 201 by identifying specific steps agents at each level need to take to 'transition' to the next level of production.

### Part 2: Buyer Power. Buyer Evaluation, Qualification and Counseling

Time: 85' - 2:35 pm – 4:00 pm

It is important for agents at all levels of production to learn how to 'work smarter' rather than 'harder'. This is particularly true on the buyer-side of the business. In this session, Kevin stresses the importance of thoroughly 'pre-screening', evaluating and qualifying prospects before investing time in a counseling session! He also addresses the Buyer Counseling Procedure, what is required for Buyer Counseling to be impactful and he introduces and explains (with 'How to' video support) the Buyer's Needs Analysis.

## iF201 Session #2 Kevin - Presentation Power and your Marketing Presentation

### Part 1: Presentation Power. An 'Overview' of the Marketing (Listing) Presentation

Time: 85' - 1:00 pm - 2:25pm

In the first of three (3) sessions devoted to the Marketing (Listing) Presentation, Kevin re-frames agents thinking by driving home the point that this event is really a 'Marketing' Presentation during which the agent is vying to become the 'Marketing' Coordinator for the property by giving a compelling 'Marketing' Proposal which outlines an Upgraded 'Marketing' Strategy for the property for which the agent charges a 'Marketing' Fee. He also discusses the 'Facts' about listing; introduces the 'Essentials' of a 'qualified' presentation; and gives an Overview of the Four (4) Phases of a 'Qualified' Presentation.

## **Part 2: Presentation Power. Marketing (Listing) Presentation: Phase I and Phase 2**

*Time: 85' - 2:35 pm – 4:00 pm*

Establishing rapport and taking control early-on in a Marketing Presentation is vital! Gathering as much information about the seller's situation and about the property is critical! In this session, Kevin discusses the nuances of Phase I and 2 of a Marketing (Listing) Presentation; provides checklists for questioning the seller and inspecting the property; and introduces (with 'How to' video support) the unique and proven Seller's Needs Analysis.

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## **iF201 Session #3 Key - Real Estate Blog Marketing, Tagging, and Super-Pages**

### **Part 1: Web Strategy for the Marketing Savvy Agent and Blogging**

*Time: 80' - 1:00 pm – 2:20 pm*

Building a Real Estate Web Presence goes hand-in-hand with marketing your Listings! The concept of Blogging is the most fundamental and organic activity of Internet Marketing; So what is Blog Marketing? Why should Real Estate Agents post Blogs? What are the most effective topics? Why are SEO and Social Media Traffic driven by this activity? Do agents need to learn programming to Blog effectively? (Quick Answer: No!)

### **Part 2: Blog Tags, Categories, and Real Estate Blog Super-Pages**

*Time: 75' - 2:40 pm - 3:55 pm*

The concept of Tagging, particularly in Blog Posts, is used all over the Internet - What are Tags? Are they the same as Keywords? Popular Blog Platforms use the concept of Tags and Categories. How do real estate agents leverage the power of these ideas to rank with Search Engines? What are the differences between Tags and Meta Tags? Why should Real Estate Agents master about Internet Super-Pages driven by Blog Posts?

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## **iF201 Session #4 Key - Real Estate Meta Tags, Keywords, and Landing Pages**

### **Part 1: Real Estate Web Pages, Meta Tags, Keywords, and HTML**

*Time: 80' - 1:00 pm – 2:20 pm*

Internet Pages are made up of primary content such as pictures, text, hyperlinks, videos, blogs, forms, and all driven by HTML. Search Engines look for over 200 components to organize the flood of content that is uploaded by Marketers and Developers. What are some primary ideas that Spiders look for? What is the proper content to place in Meta Tags? What are the important Real Estate Meta Tags agents ought to consider?

### **Part 2: Landing Pages and Real Estate Dynamic Web Pages**

*Time: 75' - 2:40 pm - 3:55 pm*

What are Real Estate Landing Pages and how come everyone on the internet talks about them? The Mathematics of generating Leads in Real Estate is quite simple! Give people what they want and you will convert them into potential Leads! So what are Sticky Web Pages in Real Estate Websites? What should Real Estate Agents give in order to get back internet leads? And finally, and most importantly, how are landing pages put together?

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## **iF201 Session #5 Kevin - Presentation Power and your Marketing Presentation**

### **Part 1: Presentation Power Marketing (Listing) Presentation: Phase 3: Demonstration Phase. Part 1: Demonstrate & Educate**

*Time: 85' - 1:00 pm – 2:25 pm*

Why should I list with you and your company? Why should I pay you so much when the other agent will list the property for less? In this session, Kevin interactively addresses the answers to these seller questions by stressing the importance of clearly demonstrating what the agent intends to do to successfully market the property; by showing the agent 'How to' educate the seller; by outlining how the agent can differentiate themselves from the competition; and by explaining the importance of substantiating the agent's value to the marketing process.

**Part 2: Presentation Power Marketing Demonstration Phase. Part 2: Differentiate & Substantiate Phase 4: Closing Phase. Part 1**

*Time: 85' – 2:35 pm – 4:00 pm*

It has been said that closing is a 'process' not an isolated/disconnected event! When it comes to the Marketing (Listing) Presentation, the 'process' is only complete if, and when, the agent leaves the presentation with the seller's autograph on a 'marketable' listing. In this live/interactive session, Kevin outlines a step-by-step process for getting a 'marketable' listing every time.

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**iF201 Session #6 Kevin - Presentation Power and The Pricing Strategy**

**Part 1: Presentation Power Marketing (Listing) Presentation: Phase 4: Closing Phase. Part 2**

*Time: 85' – 1:00 pm – 2:25 pm*

In Part 2 of Phase 4: Closing Phase, Kevin introduces the importance of conducting an 'Exit Interview' and 'How to' do it; introduces the concept of a Presentation Clipboard to insure agents sequence the presentation correctly; explains 'How to' enhance your presentation effectiveness. And, recognizing that many agents are on 'information over-load' after participating in Sessions #2 - #6, Kevin introduces with 'How to' video support the availability of an agent-personalized tool that helps agents easily, and effectively, apply all of what they have learned about the Marketing Presentation; and introduces the Marketing Presentation Mantras.

**Part 2: Power Pricing 'How To' Control The Pricing Strategy. Part 1**

*Time: 85' - 2:35 pm - 4:00 pm*

The hallmark of a 'marketable' listing is list price! Controlling the pricing discussion during the Marketing Presentation, therefore, becomes critical. In this session, Kevin interactively explores the 'factors' that influence pricing; investigates why sellers insist on overpricing the property; identifies the tangible benefits of effective pricing; and explains how and when to introduce the Competitive Market Analysis (CMA).

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**iF201 Session #7 Key - Local Market Navigation and Visibility via Local Blogging**

**Part 1: Carving your Local Market and Navigation Management**

*Time: 80' - 1:00 pm – 2:20 pm*

Real Estate Agents are in the business of offering solutions; one strategic way of doing so in Real Estate Websites is by offering 1-Click Results that are non only dynamic, but also organized sensibly. How do you go about carving your local market? What are web visitors searching for in Real Estate? Once these web pages are put together, how do you go about adding them to your Web Navigation in an organized logical fashion?

**Part 2: Blogging Internally for High Traffic, Validation, and Visibility**

*Time: 75' - 2:40 pm - 3:55 pm*

Traffic on the Internet is accumulated, and real estate is driven by Customer Education, not just Sales Techniques. What are the proper internal real estate Strategic Blogs that cause the build-up of proper Search Keywords? SEO is simply Search Engine visibility for important search terms, and they must match your clients' needs! What proper Blog Posts, Tags, Keywords, and Content elevate visibility and convert into sales?

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**iF201 Session #8 Key - Direct Response Marketing and Internet Squeeze Pages**

**Part 1: Direct Response Marketing and Internet Seller Integration**

*Time: 80' - 1:00 pm – 2:20 pm*

Direct Response Marketing is the most effective way of connecting with potential Real Estate Sellers. What would-be Sellers want? How do good Real Estate Agents create marketing pieces that not only inform but also stick? What are the Ingredients of a Good Internet Marketing Direct Response Campaign? What are examples of marketing pieces, once integrated, generate inquiries for appointments with the best agents?

**Part 2: Internet Squeeze Pages, Web Forms, and QR Code integration**

*Time: 75' - 2:40 pm - 3:55 pm*

Squeeze pages are marketing pages that Real Estate Agents offer to their Web Visitors focused on topics they

want; and in exchange the agents gets internet leads for potential buyers or sellers. Advertising is driven by this simple formula. What are the most effective Squeeze Pages Agents can create? How can agents put together these pages with the proper forms? What are unified examples with Printed Marketing Pieces?

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### **iF201 Session #9 Kevin - Power Pricing and Objection Handling Strategies**

#### **Part 1: Power Pricing 'How To' Control The Pricing Strategy: Part 2**

*Time: 85' – 1:00 pm – 2:25 pm*

In part 2 of Controlling the Pricing Strategy, Kevin interactively discusses eight things agents want to remember when introducing and explaining the CMA; explains 'how to' be convincing enough to get the right price; introduces and explains when and 'How To' use the Dilemma Technique; shares twelve (12) ways to protect your Marketing Fee; and finishes the session with the Pricing Strategy Mantras.

#### **Part 2: Objection Handling Power and the 7 Steps Techniques for Handling Stalls**

*Time: 85' – 2:35 pm – 4:00 pm*

One thing you can count in selling are objections! In this session, Kevin interactively explores the 'realities' of objection handling; defines the distinction between a condition, stall and real objection; redefines what real objections are; identifies the most common seller and buyer objections; introduces a highly effective Seven (7) Step Technique for handling Stalls and Real Objections; emphasizes the importance of using visuals (whenever possible); addresses twelve (12) of the most common objections and recommends a variety of scripts and visuals to use; all of which are available for download from our website. Kevin closes the session by introducing the Objection Handling Mantras.

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### **iF201 Session #10 Kevin - Closing Pricing Techniques and Professional Negotiating Tactics**

#### **Part 1: Closing Power. Professional Closing Techniques**

*Time: 85' - 1:00 pm - 2:25 pm*

Why is it difficult for salespeople to 'close the sale?' Are 'trial' closes' and 'final closes' the same? Do I need to use both? In this session, Kevin interactively explores the answers to these questions; discusses some 'facts' about 'the close'; defines what 'the close' is; demonstrates four (4) highly effective Professional Closing Techniques; and introduces the Closing Mantras. He also introduces a 'How to' video entitled: 'Contract-to-Close and Beyond' which will help agents create 'Raving Fans' and 'Customers for Life'.

#### **Part 2: Negotiation Power. Professional Negotiating Tactics**

*Time: 85' – 2:35 pm – 4:00 pm*

Experienced agents can count on one hand the number of times offers they have initiated on behalf of a client have been accepted as written! Typically, offers need to be negotiated! Our ability to be an effective negotiator, however, doesn't stop there. We need to negotiate to get the appointment, to get the seller to sign the Listing Agreement, to get the buyer to make an offer etc. In this session, Kevin counsels agents on "How To" get prepared for negotiations; identifies and demonstrates multiple 'high-risk' and 'low-risk' negotiation tactics; shows agents 'How To' get to 'YES'; shares problem-solving phrases that help bring negotiations to a successful conclusion; and introduces the Negotiation Mantras.

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### **iF201 Session #11 Key - Successful Listing Blog Posts and External Inbound Visibility**

#### **Part 1: Internet Marketing Strategy for Your Listings and Blog Postings**

*Time: 80' - 1:00 pm – 2:20 pm*

The best marketing strategies and Blogging ideas, in Real Estate, are centered on your own Real Estate Listings and the stories you weave around those listings. So what are effective Listing Blog Posts? Is it easy, and beneficial, to turn such Blogs into Narrations Videos and place them in Google+ and YouTube? What if you don't have any listings; can you still post regular blogs about your local market listings to generate traffic; and How?

#### **Part 2: Blogging Externally for Inbound Visibility, Hyperlinks, and Traffic**

*Time: 75' - 2:40 pm - 3:55 pm*

Back-links are one of the most important ingredients in creating a Long Term SEO Strategy! But, Google and Bing punish those who manufacture Back-Links! How do real estate agents create a long-term External Blogging Strategy that drives traffic back to their Real Estate Websites? Marketing is a Collaborative Endeavor! What internet Strategies can agents employ with local Business Colleagues to grow their Niche Placement?

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## **iF201 Session #12 Key - Social Media Postings and the Big Picture of Internet Marketing**

### **Part 1: Social Media Postings, Narration Videos, and Blog Sharing**

*Time: 80' - 1:00 pm – 2:20 pm*

The term Social Media Posting is changing more and more into Video Marketing. Most real estate professionals are still focused on selling or servicing the listing - not marketing the listing! Many agents are unaware that YouTube is the second largest Search Engine, as well as a Google+ Media Platform. This session will identify and address the most important activities agents must master in order to become recognized on Social Media.

### **Part 2: Your Real Estate Marketing Vision and Long-Term Internet Success**

*Time: 75' - 2:40 pm - 3:55 pm*

You have just taken 72 hours of Live Real Estate Training with Kevin Ahearn and Key Yessaad, and are on the verge of completing the i-FASTTRAC Program; so what is the Big Picture of Real Estate Marketing for Successful Agents? How do Real Estate Agents master Web Services, Blogging, and SEO Marketing? How do agents consistently focus their endeavors on growing their business efforts and seamlessly nurturing their Prospecting Marketing?

## **Additional Benefits:**

1. This program comes enhanced with a growing Library of How-To Videos available 24/7 to all agents in the office;
2. Each Session ends with a Quiz in order to facilitate retention and enhance participation;
3. The Training Sessions are Live and Interactive – so agents and brokers get to ask questions of the trainers;
4. Each Session comes with specific Handouts and additional documents; the handouts are designed to help the agents follow a topic, take notes, fill-out important ideas and for their long term application of Real Estate Solutions and Tactics.

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