

# International Real Estate Auction Academy



## JOIN THE REAL ESTATE REVOLUTION

Auctioneers

Real Estate Agents

Realtors

*Add an additional revenue source to your business while offering this essential enhancement and alternative to your clients.*

### THE AUCTION REAL ESTATE ALTERNATIVE

- What is the fastest growing method of selling Real Estate in United States and the only method used in Australia?
- Want to be ahead of the crowd?
- Why will it soon be a significant method of selling Real Estate in Canada?

### WHY IS THE AUCTION MARKETING METHOD IMPORTANT TO GETTING AHEAD IN THE WORLD OF REAL ESTATE?

- Over the next ten years predictions are that a very high percentage of all Real Estate will be sold by the Auction Marketing Method.
- You will be able to offer this marketing option that other Auctioneers or Agents aren't able to provide to their clients.
- Real Estate Auctions create excitement, interest in the property, referrals and return business.
- Faster property turnover results in less holding costs and more profit for the seller, giving you a very satisfied client.
- Buyers know they are getting a fair market price, because of the competition they had to out bid.
- Enhances your company's image and service that you can provide for your clients and customers.

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### **A NOTE ABOUT OUR REAL ESTATE AUCTION ACADEMY**

There is an unlimited future for Real Estate Agents, Brokers and Auctioneers capable of offering this marketing option.

This marketing concept offers an important service to clients who wish to sell their properties in the shortest period of time, and for the best possible price.

You may rest assured by completing this course, you will be years ahead of your competition as a result of this vital service you will be capable of offering your future clients.

### **REAL ESTATE IS CHANGING!**

This course is designed to provide the Real Estate Licensee or Auctioneer with the principals of Real Estate Auction Marketing. It is interesting, educational and will keep you current and well prepared for real estate opportunities now and in the future. Individuals completing the course will be taught how to market and sell real estate at auction.

### **BEGINNING YOUR CAREER IN THE AUCTION OR REAL ESTATE PROFESSION**

We know you are anxious to get started. Our goal is to help you become a Real Estate Auctioneer and earn you the Canadian Certified Real Estate Auctioneer designation as quickly as possible. You can complete your training in two and a half days. Receive your CCREA designation.



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### **LEARN THIS CAREER ENHANCEMENT FROM NORTH AMERICAS ORIGINAL SPECIALIZED REAL ESTATE AUCTION MARKETING TRAINING COURSE**

#### **Rich Haas – Instructor**

Rich Haas is the President of the Continental Auction School of Real Estate, and Co-President and Owner of the International Real Estate Auction Academy. Rich is a Real Estate Broker and Real Estate Auctioneer. He has completed the sale of Public Real Estate by Auction of hundreds of all types of properties since 1978. He is a National Innovator and Leader in the field of Real Estate Auctions.

#### **Barbara Richards – Instructor**

Barbara Richards is known internationally for her dynamic Auction Talent and interesting, fun-filled motivational workshops in Canada and the United States. She is Co-President and Owner of the International Real Estate Auction Academy and the Co-President and founder of the Canadian Auction College. She is President of A Touch of Class Auction and Appraisal Service. A professional Auctioneer, who is known for presenting in an energetic, enthusiastic and exciting style. This bundle of creative energy will inspire you and motivate you to embrace this method of selling real estate.



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## COURSE CONTENT

- ◆ Introduction to Real Estate at Auction in Canada
- ◆ Advantages for Brokers, Agents and Auctioneers
- ◆ Government Contracting
- ◆ Adding a Profit Centre to your Auction or Real Estate Business
- ◆ Real Estate Bid Calling
- ◆ Sources for Listings
- ◆ Counseling your Clients –Holding Cost expense and Problems
- ◆ Obtaining Auction Listings, Contracts, Charging for Services
- ◆ Sales Talks – Terms and Conditions
- ◆ Preparing Auction Budgets – Marketing Proposals
- ◆ Real Estate Auction and Buyers Premiums (Buyer Pays Commission)
- ◆ Other Methods regarding commission charged and earned
- ◆ Real Estate Auction Promotion, Advertising, High Impact Target Marketing, Direct Mail and more
- ◆ Conducting Consignment, Sealed Bid, Written Bid and Silent Real Estate Auctions
- ◆ Avoiding Real Estate Auction Legal Problems
- ◆ Auction Law and Real Estate Transfers
- ◆ Evaluating the Property
- ◆ Auction Buyers Seminars
- ◆ Case Studies and Marketing Principals, Single Family, Farm, Commercial and Industrial Real Estate Auctions
- ◆ Completing the Transaction if the Final Bid is Rejected
- ◆ Real Estate Auction Procedure, Locations and Management
- ◆ Auction Sign Samples, Ad Samples, Brochure Samples, Form Samples, Brochure Samples and More
- ◆ Timelines from start to finish
- ◆ Developing Your Real Estate Auction Business – Getting Started
- ◆ Class Graduation – Class Awards



## International Real Estate Auction Academy



In cooperation with North America's ONLY Specialized Real Estate Auction Marketing Training Course- Continental Auction School of Real Estate, we are proud to present the International Real Estate Auction Academy. All information will pertain to the Canadian Real Estate Market and the Auction Method of Marketing.

**Sunday February 19, 2006**  
**Monday February 20, 2006**  
**Tuesday February 21, 2006**

TO BE HELD AT THE  
**Novotel Hotel Mississauga**  
3670 Hurontario Street  
Mississauga, Ontario  
Tel 905-803-6722  
Fax 905-896-4029

FOR MORE INFORMATION, CONTACT:  
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## REGISTRATION FORM (from RENX.ca)

Please Print

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_ Phone: (including area code) \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Residence Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

How did you hear about this course? \_\_\_\_\_

Are you a member of the Auctioneers Assoc of Ontario? \_\_\_\_\_

**Tuition:** \$950.00 per person. Early bird \$850.00 per person. Includes all related course material. To qualify for \$100.00 early bird savings, persons must call, fax, or mail registration and tuition payment in full no less than 14 days in advance of the school start date. Teams of 2 or more persons from the same company \$750.00 per person. To qualify for this rate the team of 2 or more must call, fax, or mail registration and tuition payment in full no less than 14 days in advance of the school start date. Please complete a registration form for each person who will attend. Advance registration is required as space and course materials must be planned in advance.

**Hotel:** Please call the Novotel Hotel for hotel room reservations at 905-803-6722

### **REGISTRATION IS EASY:**

1. By Fax: Fax registrations are welcome 24 hours a day, seven days a week when payment is made using Visa, Master Card or company billing. Faxes may be sent to 705-726-9043.
2. By Phone: Phone registrations are welcome when payment is made using Visa or Master Card. You may phone 705-726-2120 or 1-888-891-6591.
3. By Mail: Complete and mail the registration form with a cheque payable to Barbara Richards or enclose your credit card information. Fill in all the details and mail to 92 College Crescent, Barrie, Ontario L4M 5C8. Must be received 14 days prior to start date.

### **METHOD OF PAYMENT:**

Visa \_\_\_\_\_ Master Card \_\_\_\_\_ Cash/Cheque \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please note: \$50.00 from every AA0 member registration will go to the Auctioneers Association of Ontario.*