

TWO-DAY ABR DESIGNATION COURSE

Accredited Buyer Representative*

with Cheryl Eskridge, ABR, CRS, GRI, LTG, PMN

Sept. 26-27, 2011 | Northwoods REALTORS® Assn, Woodruff

Register Online at www.wra.org/ABRCourses



The Accredited Buyer's Representative (ABR®) designation is designed for real estate buyer agents who focus on working directly with buyer-clients. The (ABR®) designation is the benchmark of excellence in buyer representation. This coveted designation is awarded to real estate practitioners by the Real Estate BUYER'S AGENT Council (REBAC) who meets the specified educational and practical experience criteria. The goal of ABR designation course is to prepare buyer's representatives to provide the kind of service and fidelity to buyers that sellers have always enjoyed. In addition, ABR courses provide methods to build a buyer representation business. ABR education creates a comprehensive guide to help agents become effective, efficient and productive buyer's representatives. REBAC is one of the world's largest organizations of real estate professionals concentrating on buyer representation. In each course module you will examine a different topic and together they create a comprehensive guide to help you become an effective, efficient, and profitable buyer's representative.

* Class qualifies for the 2011-2012 CE Course 1, 2 and 4 (does not qualify for NAR's QET)

Topics Include:

- Agency relationships
- Duties to Clients and Responsibilities to Customers
- How Agency Relationships Are Established
- The Interview and Counseling Session
- The Buyer Representation Agreement
- Offer through Accepted Contract
- Follow Through
- Marketing Fundamentals

Target Audience:

Real estate professionals who would like to earn the ABR® designation and build a buyer representation business.

About Cheryl Eskridge



Cheryl Eskridge is the broker/owner of Cheryl Eskridge Real Estate in Wisconsin. She has been active in real estate since July 2000. Cheryl has earned numerous professional designations, ABR, CRS, GRI and PMN. She has taught the Buyer Agency course, the QuickStart program and is approved to teach the Wisconsin Sales and Broker pre-license education. She loves to teach because it gives her satisfaction to see agents become more successful. She was very active in the community and continues many of her responsibilities today. In June of 2007, she and her husband Scott purchased their retirement home in Wimberley, Texas. Cheryl will continue to work the Northern Wisconsin market until such time as she and Scott fully retire. Cheryl is also licensed in Texas and is broker owner of Wimberley View Realty, LLC.

Fees:

	Early	Regular	ATD
September 26-27, 2011	\$260	\$270	\$290

Deduct \$30 from registration fee due to Special Offering by REBAC.

Register Online at www.wra.org or Call 1.800.279.1972

Wisconsin REALTORS® Association | 4801 Forest Run Road | Madison, WI 53704

