



**LAFFEY**  
**TRAINING ACADEMY**



**GET STARTED TODAY!**

**CALL BETTIE M. MEINEL**

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OR E-MAIL HER AT

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## Monthly Training for all agents

Century 21 Laffey Associates through the Laffey Training Academy conducts monthly workshops on specialty topics. Workshops are taught by industry experts, managers, brokers and agents. The workshops are designed to supplement basic Company and Corporate training as well as provide practical knowledge and insight to real life situations facing today's agent.

### Workshops

- Comparative Market Analysis & MLS Search
- Using Top Producer Contact Management Software
- CENTURY 21 Online Tools and Systems
- Home Warranty Program
- HUD Foreclosure Properties
- Open House and Buyer follow-up
- Developing Your Reputation
- Self Promotion
- Business Planning
- Electronic Marketing and Farming
- Developing Referral Business
- Building a Team (Buyer's Agent, Assistant, etc.)
- Mortgage Company – First Allied Mortgage
- Qualifying the Buyer
- Buyer Brokerage Training
- Utilizing eRealty Title Company
- Getting the property to Contract - Attorney
- Negotiating
- Dealing with difficult agents and clients

***For more information contact Bettie M. Meinel at 516-626-1500 Ext. 343 or [bmeinel@laffey.com](mailto:bmeinel@laffey.com)***