



# Listingbook™ Course Descriptions

## Listingbook™ Overview

The Listingbook™ Seminar focuses on “The Day in the Life of a Listingbook™ Agent”. It is the introductory class that offers agents a general overview of the features and benefits of Listingbook™ from the agent’s and the client’s perspective.

This class is an instructor-led training that is offered in either webinar (online) or classroom-style format. The classroom-style format concludes with a short hands-on lab to allow agents time to create their accounts and experiment with the system.

## Listingbook™ Basics

The Listingbook™ Basics class is conducted in an instructor-led, hands-on format.

This hands-on class allows agents the opportunity to create their account, add clients, and explore other parts of the system. Agents are encouraged to bring their client lists with them to class, so that they have their clients’ information with them to create accounts during class.

This class allows for agents to experiment with Listingbook™ with a live instructor on hand to answer any questions.

## Creating Clients for Life with Listingbook™

Agents discover how Listingbook™ is the ultimate client servicing tool for agents! They will learn how to use the Listingbook™ services to transform their prospects into clients and clients into clients for life!

The focal point of the class is the “Client Folder” and the various ways the agent can manage and service their clients, while maintaining control of the agent-client relationship.

Agents will be given an overview on the client folder and step-by-step instruction on how to add clients to Listingbook™, including how to create a Folder, Home Finder, and Web Account for their client.

This class is offered in an instructor-led, webinar (online) format.



## **Servicing Your Clients with Listingbook™ (Hands-on)**

Agents will learn how to use Listingbook™ to manage their clients and strengthen the agent/client relationship. This is a hands-on class that will teach agents how to add their clients to Listingbook™.

Agents will be given step-by-step instruction on how to add clients to their own Listingbook™ account. A complete overview of the Client Manager and client folder will be given as well. Agents are encouraged to bring their client lists with them to class so that they can add their clients during class time.

This class is offered in an instructor-led, computer lab format to allow for all agents to actively work hands-on within their own Listingbook™ account.

## **Marketing Made Easy with Listingbook™**

This is a class that will teach agents how easy it is to use the powerful marketing tools in Listingbook™ to supercharge their business.

Agents will learn how to brand their clients' Listingbook™ service with a customized business card that includes their agent portrait and/or company logo.

Agents will also learn how to use Listingbook™ to build referrals through the various prospecting and marketing tools available within the system. In addition, agents will learn how to create Custom Flyers to market their listings, as well as themselves.

This class is an instructor-led training that is offered in either webinar (online) or classroom-style format.