

THE PASSAIC COUNTY BOARD OF REALTORS® and REBAC®  
Proudly offer our Membership

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## *The Accredited Buyer Representative (ABR®)*

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*“The Source of Excellence in Buyer Representation”*



The overall goals of the Accredited Buyer's Representation (ABR®)  
Designation course are to:

- Educate real estate professionals to represent buyer-clients in real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed.
  - Share ideas and methods for building a vibrant buyer representation business.
  - Develop a self-customized tool for conducting a buyer counseling session.
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- ❖ Do you truly understand buyer representation and what that means?
  - ❖ Do you understand and explain clearly the different types of agency and non-agency relationships and how the relationships are/can be created?
  - ❖ Do you know the different responsibilities and duties owed to customers vs. clients? Do you practice Dual Agency properly?
  - ❖ Do you know all the different services buyer clients are entitled to? How important is the internet to you and to them?
  - ❖ Do you understand how important a duty making offers and negotiating are to your client? Are you a prepared negotiator? Do you present your clients' offer?
  - ❖ Do you spend your time and money taking warm bodies around to see houses? Do you want to change that? What are your standards?

- ❖ Are your buyers committed as much to you as you are to them?
- ❖ Do you have responsibilities to your buyer clients that include showing For Sale by Owners and Expired Listings? How about listings wherein you are offered a fee far less than your worth? Just how negotiable are you?
- ❖ Get answers to these questions and more by enrolling in the class below.

*Many real estate professionals today find themselves being battered by the real estate market. With all their heart they wish they could control their destiny – do more than just “make it” in their chosen career. The ABR® Designation class is their ticket to making it happen. Join us for the designation that sets you apart from your colleagues. The public recognizes the ABR® as the professional they want to work with – and you can be that Designee. The Real Estate Buyer’s Agent Council, the nation’s oldest and largest association of real estate practitioners addressing all aspects of consumer representation in the real estate transaction, has established a criterion for excellence in buyer representation: The ABR® Designation. To attain it, a professional must complete the classroom training program on practices and procedures, pass a written exam, take one elective of many to choose from, and submit evidence of practical experience as a buyer’s representative.*

**DETAILS:**

Location: Passaic County Board of REALTORS®, 204 Berdan Ave., Wayne, NJ Dates and Time: May 17-18<sup>th</sup>, 2010, 9:00-5:00 /Fee: \$250.00 (\$35 savings) / Checks payable to NCJAR

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**Location: PCBOR, 204 Berdan Ave., Wayne, NJ**

**Tuesday & Wednesday  
May 17<sup>th</sup> & 18th**

**9:00 AM - 5:00 PM**

**FEE: \$250 (\$35 savings)**

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

E-Mail: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone: \_\_\_\_\_

Paying by check # \_\_\_\_\_ payable to PCBOR

Visa/MasterCard: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

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

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Mail Registration form to: PCBOR, 204 Berdan Ave.,  
Wayne, NJ, 07470 / Checks payable to NCJAR

Questions: Call 973 305-1100 Fax: 973 305-1611