

**DO YOU WANT TO INCREASE YOUR POWER?  
LEARN STRATEGIES GUARANTEED TO INCREASE YOUR POWER  
IN REAL ESTATE NEGOTIATIONS.**

**Course: Certified Negotiation Expert (CNE®)**



**Students who take the CNE course will receive the following:**

- 15 Hours of Continuing Education + 1 Broker Credit
- 2-days of professional negotiation
- Certified Negotiation Expert designation awarded at end of Day 2
- Over 150 pages of negotiation summaries and marketing materials for your new designation
- Quarterly newsletter with advanced negotiation tips and advice
- Access to leading negotiation research to use in real estate negotiation

**This two day course includes:**

- **Competitive Win-Lose Hard Bargaining vs. Collaborative Win-Win Negotiating**  
Understand the differences in these two classic approaches and how to use both approaches to get the best outcome for your client and yourself
- **Psychology of Buying**  
Learn how the brain makes purchase decisions and how you can impact both sides of the brain in the decision making process for real estate.
- **Persuasion Principles**  
Scientifically proven persuasion approaches that increase your success rate at influencing others; includes scripts for real estate negotiation situations that utilize these proven persuasion approaches
- **CNE Model and Planning Guide**  
Learn how to proactively plan your real estate negotiations for success
- **Case Studies**  
See how these principles and approaches are applied in real estate negotiation situations in all kinds of markets
- **Skill Practice/Role Plays**  
Get a chance to practice your new skills in a safe environment that will increase your success in the real world
- **Group Discussion Topics**  
Innovative and creative approaches are discussed by small and large groups that will help take your business to new levels

**“APPROVED for 15 Hours of Pennsylvania Real Estate Continuing Education and 1 Broker Credit for the 2010 – 2012 Cycle.”**

**Class Dates: Wednesday, March 21 and Thursday, March 22, 2012**

**Time: 8:30am-5:00pm (check-in 8:00am)**

**Location:**

**Greater Harrisburg Association of REALTORS®  
424 N. Enola Drive  
Enola, PA 17025**

**\*Price:.....\$249**



**\*Instructor: John Wenner, DREI  
Co-Founder Real Estate Negotiation Institute**

**Register online: [www.theRENI.com](http://www.theRENI.com)  
Visit: [www.theRENI.com](http://www.theRENI.com) for more information  
or call 949-349-0757.**

**\*Required class for the  
Master Certified Negotiation Expert (MCNE) Designation**

*John Wenner is Co-Founder of Real Estate Negotiation Institute (RENI), the leading national negotiation training company serving the real estate industry. John is a Nationally acclaimed Negotiation Expert, Speaker, Author, Trainer with over 25 years as a professional negotiator; Member of the “Program on Negotiation” at Harvard Law School; John received training from Jim Thomas the top choice of U.S. Presidents and their staffs for negotiating coaching and advice; Received nationally acclaimed Distinguished Real Estate Instructor (DREI- currently only 76 Trainers/Instructors in the world hold this credential); Former Managing Broker in one of the top 100 Real Estate Companies in the United States with \$2.5 Billion in sales and over 600 agents & 12 offices; Top real estate producer with numerous sales awards; During his 10 years as a Senior Corporate Negotiator/Contract Administrator John negotiated a project which landed his signature on the planet Mars – July 4<sup>th</sup>, 1997; John received his Bachelors degree in Business with an emphasis in Pre-Law & Mathematics and is currently pursuing his Masters degree in Negotiation & Conflict Resolution; John proudly served his country for 10 years in the United States Marine Corps; John brings a wealth of negotiation knowledge and practical experience to agents in this exciting real estate negotiation seminar.*

**Cancellation Policy: If you cancel in writing at least 72 hours prior to the start of the first day, you will receive a full refund (less a \$25 administrative fee). No refunds will be given for cancellations made less than 72 hours before the beginning of the first day, but full credit will be given towards another seminar at a later date.**