

# *Accredited* Closing Expert

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ACE Day 1 - The Mechanics of Closing



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## **Learning Objectives**

At the end of this course, the student will be able to:

- Explain the importance of following up with a customer.
- Explain how filling out each part of the contract protects both the Realtor and their customer.
- List several of the most important elements of a contract that require attention.
- Explain the escrow process to the customer.
- Describe situations where addendums are important.
- Explain the NAR Code of Ethics as it applies to submitting offers.
- Explain why it is important to educate your customer.
- Describe one communication technique to help your working relationship with your customer.
- Explain to your customer the difference between real estate as an investment and other investments.
- List specific items about which you should educate your customer.
- Identify your customer's preferred type of communication.
- Describe some elements of a professionally written email.
- Record a professional greeting for your voicemail.
- Implement a customer service questionnaire.
- Explain FL Administrative Code 61J2-10.025 as it relates to advertising compliance.
- Explain the various elements of the closing statement to your customer.
- Explain the steps of the closing process to your customer.
- Explain FIRPTA and when it applies.
- List the types of Deeds.

**Timeline**

Introduction	10 min.
Chapter 1: What is a closer?	20 min.
Chapter 2: Writing contracts to close	40 min.
Chapter 3: Handling customers to close	30 min.
Chapter 4: Communication	60 min.
Chapter 5: Having a team to close: Get a Guy	30 min.
Chapter 6: Building your business to close: Be the Guy	50 min.
Chapter 7: Understanding your closer, Understanding the closing statement & Critical Path to Closing (Chronological closing checklist)	140 min.
Closing/review/self-quiz	20 min.
<b>Total</b>	<b>400 min.</b> (8 hours CE)

## *Forward*

### **VISION**

In our extensive interaction in the real estate market both as consumers and practitioners we have had the experience of seeing both the highs and lows of service and professionalism in the real estate industry.

One common thread we have realized is that professionals close deals and closers are professionals.

We developed this course as a means of setting a definitive road map guiding Realtors to recognize and develop the practices that are common to professional “deal closers”.

Our mission is to bring a level of professionalism into a profession that at times sorely needs it. We are the caretakers of our clients’ most valuable assets and as closers, as an ACE (Accredited Closing Expert) we hold this trust sacrosanct.

That being said we have attempted to use a little humor throughout this book to make it a little easier to read. Some may say this is unprofessional as professionals never laugh, wear a permanent scowl, and eat nothing but a diet of rusty nails. The subject matter we go into here is often dense and we wanted to take some pity on you having to read all of this. We hope a little levity will not only make it a bit of fun but also help you to remember it.

## ***Expectations from attending this program:***

- To endeavor to conduct every transaction in the most professional and effective manner for, most importantly, the consumer (customer) but also extending to the other professionals with whom the transaction requires you to interact.
- To continue to educate yourselves at all times on the ever changing aspects, both legal and market related in their industry.
- To clearly keep in mind the goal of the transaction and not get bogged down in the minutia and personalities that tend to distract from that.
- To find solutions and solve problems not to doubt and aggravate issues.
- To not be afraid to say “I don’t know” once but never twice.
- To work within the realm of your expertise.

## ***Purpose of this Course***

To give you the tools to close more deals and make more money. With the tools necessary to avoid all of the distractions and superfluous activities that can get in the way.

## ***Overall goals for the Realtor***

- Deal with every aspect of the closing process
- Meeting the customer all the way through closing the deal and securing any future business.
- Understanding the small world of real estate and treating other professionals with respect.

## **Table of Contents**

*Chapter 1: What is a closer?*

*Chapter 2: Writing contracts to close*

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*Chapter 5: Having a team to close: Get a Guy*

*Chapter 6: Building your business to close: Be the Guy*

*Chapter 7: Understanding your closer &  
Understanding the closing statement & Critical Path to Closing  
(Chronological closing checklist)*

*Closing/review*