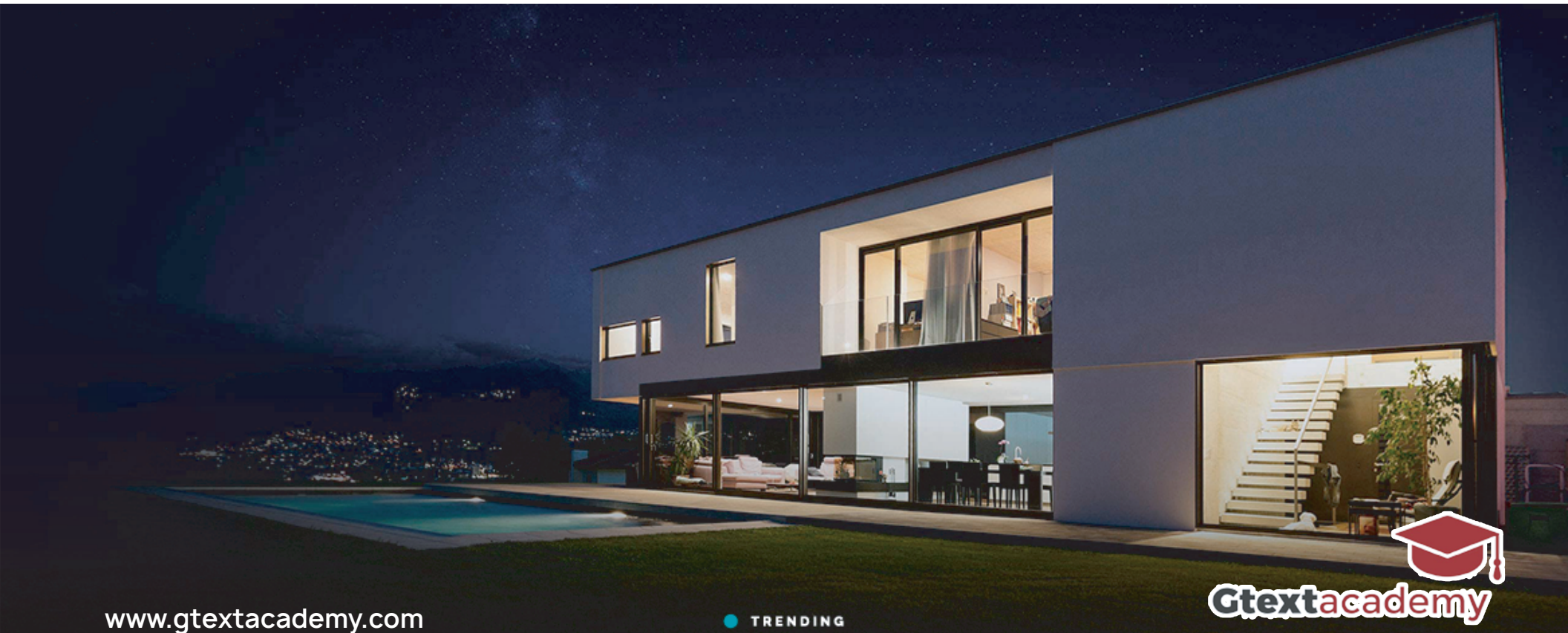


BASIC REAL ESTATE CERTIFICATION COURSE

(For Real Estate Beginners)



Course Overview

About Course

This curriculum is a product of strategic research and ideation by experienced individuals across real estate sectors to bridge the gap between market demands and individual preparations.

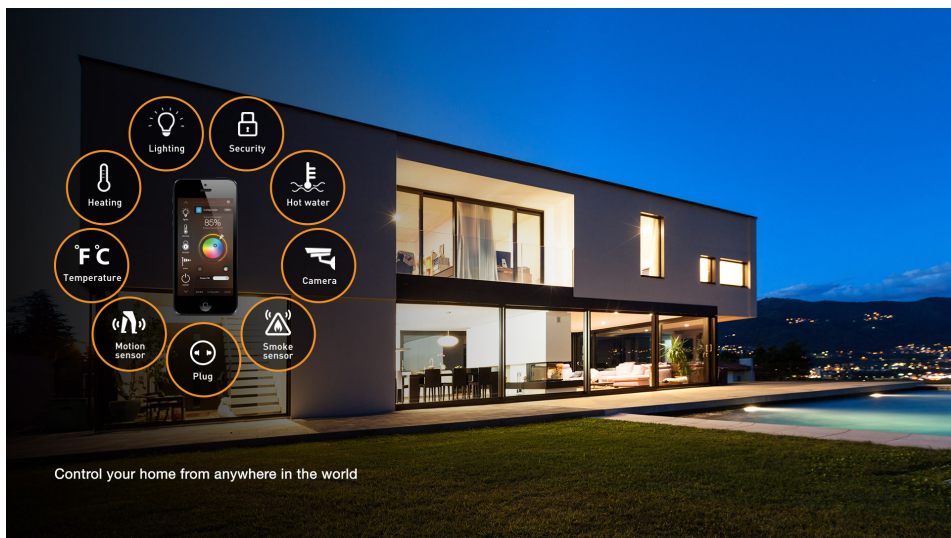
This is a simplified yet challenging curriculum, reviewed and updated consistently to ensure you have a clear-cut advantage in the real estate market.

Your Learning Model

The training is led by Experts and Mentors with seasoned experience in the real estate sector.

The Basic Real Estate Certification Course was designed to offer greenhorns in the real estate sector the skills required to remove every strain in your growth journey and fast-track your success in the field.

Barbara Busquet



Course Contents

This course is designed to expose the fundamentals to selling, managing and building a strong real estate brand.

INTRODUCTION TO REAL ESTATE

Learn the fundamentals of researching, listing, prospecting, marketing, sales and closing of real estate properties.

CORE:
Prospecting
Networking
Marketing

SOCIAL MEDIA FOR REAL ESTATE MARKETING

Learn how to use several social media platforms to prospect, market and sell real state properties.

CORE:
Social Media
Prospecting
Branding

QUALITY LEAD GENERATION STRATEGIES

Learn the process of generating consumer interest for a real estate property with the goal of turning that interest into sales.

This involves collecting contact information (lead) via strategic means.

CORE:
Lead
Communication
Copywriting

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BRANDING FOR REAL ESTATE

Learn the process of giving meaning to specific features of yourself and properties to shape the perception in consumers' minds.

CORE:
Perception
Consumers
Identity

ART OF CLOSING REAL ESTATE SALES

Learn the transactional process of helping a prospect make payment for a product as at when desired.

This is the final step of a sales transaction.

CORE:
Closing
Sales
Strategies

BASIC TERMINOLOGIES IN REAL ESTATE

Learn the fundamental terminologies that will help you avoid being confused or lost in your real estate journey.

This list will be your go-to resource for the rarest and most common words used in the real estate industry.

CORE:
Due Dlligence
Common Terms
Rare Words

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BASIC LAWS AND ETHICS

Learn the set of rules and regulations which direct and govern the behaviour of professionals in the real estate sector.

CORE:

Laws
Ethics
Rules

PROJECT MANAGEMENT IN REAL ESTATE

Learn the application process, methods, skills, knowledge and experience to achieve your goals and objectives as a realtor.

CORE:

Objectives
Processes
Methodologies

SALES STRATEGIES FOR REAL ESTATE

Learn the acts and process required for the positioning and selling of your real estate properties to your qualified buyers in a way that differentiates your products from your competitors.

Learn to provide clear goals and pathway to sell.

CORE:

Positioning
Selling
Differentiation

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FINANCIAL MANAGEMENT

Learn the application of general principles of management to the financial possessions of your real estate business.

CORE:
Management
Finances

COMMUNICATION AND PUBLIC SPEAKING SKILLS

Learn the process of communicating information to a live audience.

Learn the specific type of information communicated is deliberately structured to inform, persuade and to entertain.

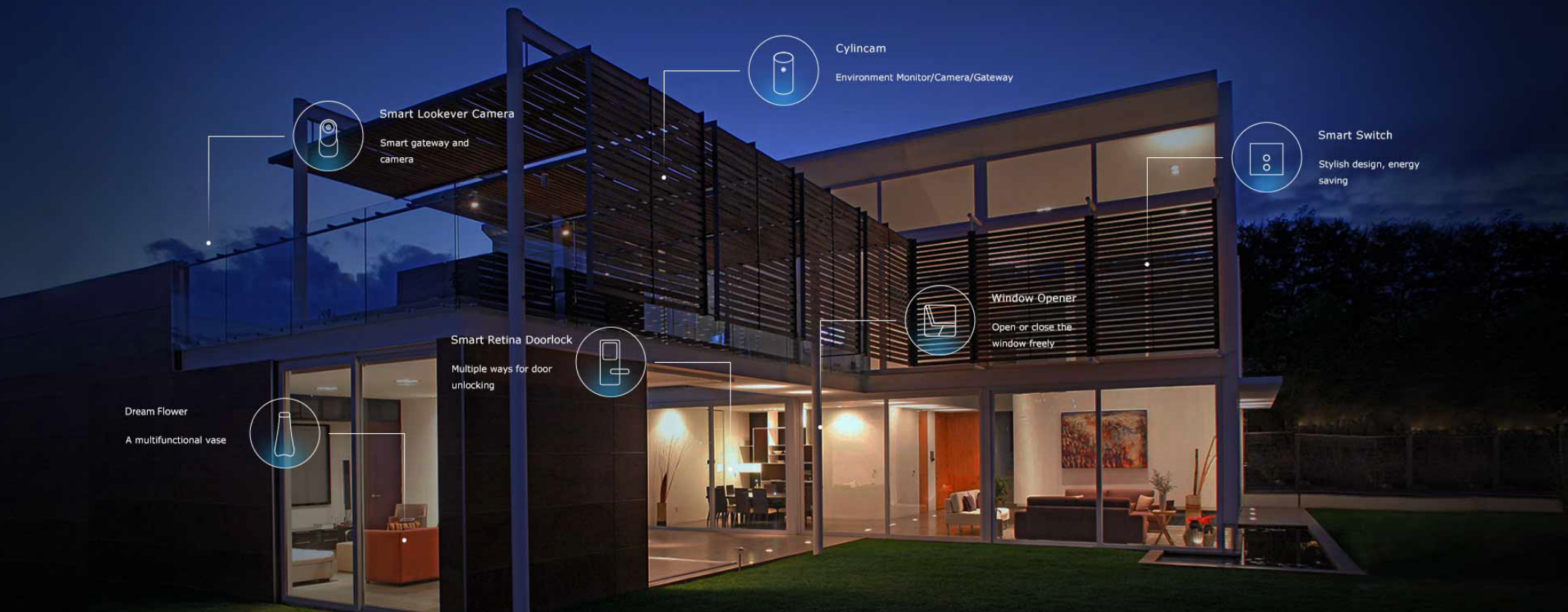
CORE:
Oratory
Persuasion

UNDERSTANDING NETWORKING IN REAL ESTATE

Learn the action or process of interacting with others to exchange information and develop professional or social contacts.

Learn how to exchange ideas and information among people with a common or special interest.

CORE:
Networking
Social Media



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