

CERTIFIED NEGOTIATOR[®]



NEGOTIATION IS THE ART OF
LETTING THEM HAVE
YOUR WAY. – DANIEL VARE



The CERTIFIED NEGOTIATOR[®] *Program*

By JAN ERIC HORN

■ IF WE CAN REACH A COMPROMISE ON

ISSUES IN OUR NEGOTIATIONS WITH

THE OTHER SIDE, THEN BOTH PARTIES

FEEL AS IF THEY OWN THE DEAL.

How do expert negotiators

achieve such stunning success?

Now you can be one of them.

From signing a new client to closing the deal, your expertise in negotiating is the key to every successful real estate career. This program shows you how to negotiate smarter and put your negotiation skills to work for you!

GUEST SPEAKERS

HOWARD FRIEDMAN, PH.D

Distinguished Professor of Psychology, University of California, Riverside

A leading authority on nonverbal communication, Professor Friedman is Editor of the Journal of Nonverbal Behavior.

MIRIAM SCHUSTACK, PH.D

Professor of Psychology, California State University, San Marcos

Dr. Schustack is co-author of a leading personality textbook, and a member of the Editorial Board of the Journal of Nonverbal Communication. Her research also includes human thinking and reasoning.

ERIC WEISSMAN, ATTORNEY AT LAW

Partner, Weissman, Wolff, Bergman, Coleman, Grodin & Evall

Mr. Weissman represents actors, directors, producers, writers, studios, and financiers. He has lectured extensively on negotiating at Harvard, Yale, Boalt Hall, and UCLA.

JAN ERIC HORN, PROGRAM DIRECTOR

Founder, Certified Negotiator Program and The Master Series

Mr. Horn is a realtor and nationally renowned educator and has been a featured speaker at Harvard, Columbia, Yale, UCLA, Stanford, USE, USD, Boalt Hall, Univ. of Chicago, Univ. of Michigan, and USC.

FEATURED REALTORS:

Debra Berman, Keith Berry, Christopher Choo, Sharon Davis, Geoff Grisham, John Hathorn, Pat Kandel, Ray MacAfoose, Jade Mills, Susan Monus, Maggie Navarro, Charles Pence, Joyce Rey, June Scott, Steve Shull (Performance Coach), Richard Stanley, Mary Lu Tuthill, Stephanie Vitacco, Susan Wilder, Ronn Wynn and Lee Ziff

The Certified Negotiator Program is a 6-hour certification program and costs \$150.00.

Approved for 6 hours of DRE credit (California).

THE TOPICS COVERED:

1st Hour: The Negotiation Process and Negotiating Styles

Learn the basic principles and processes of advanced negotiations. See how emotions and personalities figure into the delicate negotiation "dance." Learn how to recognize and assess different negotiation styles and their impact on each deal.

2nd Hour: Strategies, Tactics and Body Language

Discover the most frequently used real estate negotiation strategies and tactics, how to identify them, and how to utilize them for a competitive advantage. See how body language and nonverbal communication play such a critical role.

3rd Hour: Deal-time Negotiations

Explore the nuances of negotiating on behalf of both buyers and sellers. Find out how to develop your relationships with other brokers. Also learn to handle difficult conversations in sensitive areas such as inspections, contingencies and disclosures.

4th Hour: Listing Presentation Negotiations

Learn how to handle listing presentations just like the Master Series superstars do. Discover strategies and techniques to improve your listing price discussions, marketing, and commission negotiations.

5th Hour: Full Commission Negotiations

Find out how the superstars consistently negotiate full commissions. Learn how top agents speak to their clients, service their deals, and when and how to discuss price reductions.

6th Hour: Creating a Negotiation Framework

Learn to design a practical framework for expertly handling all of your negotiations. Review your new array of powerful real estate negotiation strategies and techniques. Internalize your negotiation dialogues and skills.

Sign up for this Certified Negotiator Program and enter the world of the nation's foremost negotiators.

You'll see how the experts utilize their negotiation skills, from delicate details to high-powered deal making. Now you can take your career to amazing new heights.



A certification program

A MASTER TEACHER: Jan Eric Horn



*The goal is to position
our client for the most
favorable outcome in
the transaction.*

Jan Eric Horn, acclaimed founder and director of the Master Series Seminars – now the definitive blueprint for success in the industry – returns with the equally powerful Certified Negotiator Program.

Nationally recognized for his inspiring, results-oriented seminars, Jan specializes in teaching agents how to maximize their sales skills, bring increased value to their clients, and take their careers to impressive new heights.

A gifted speaker and educator, Jan has been featured at a wide range of venues including Harvard, Yale, Stanford, Columbia, NYU, UCLA, and USC. Most recently, he appeared at the Museum of Architecture, the Museum of Contemporary Art in La Jolla, and the New School of Architecture.

One of the world's leading experts on architect-designed houses, and the founder and Executive Director of Coldwell Banker's Architectural Division, Jan has also been a member of Coldwell Banker President's Elite, President's Circle and the California 100.

Now, in the Certified Negotiator Program, Jan shares his expertise and experience, along with strategies for success drawn from a broad spectrum of the nation's top authorities. With practical applications specific to the real estate professional, Jan shows you how to employ sophisticated negotiating strategies, techniques, and dialogues to maximize your negotiating skills and make deals happen.



FOR ADDITIONAL INFORMATION, PLEASE VISIT WWW.JANHORN.COM

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