

**ABR® Designation Course V4.0
Timed Outline**

DAY 1	
The Accredited Buyer Representative	8:00am–8:30am
Achieving the ABR® Designation Requirements	10 minutes
ABR® Elective Courses	5 minutes
Business Tools for REBAC Members	5 minutes
Course Learning Goals	5 minutes
Course Modules	5 minutes
Instructional Time	30 minutes
Module 1: The Value and Role of the Buyer Agent	8:30am—10:35am
Knowing Your Value	
You Are the Buyer’s Advocate	10 minutes
Know What Buyers Value	10 minutes
Know How Buyers Search for Homes in the Digital Age	10 minutes
Know How Buyers Find Agents	10 minutes
Know Your Unique Value Proposition	20 minutes
Break: 9:30am—9:45	
How the Buyer–Agent Relationship Is Formed	
First Meetings	10 minutes
Turning a Buyer into a Client: Legalizing the Relationship	10 minutes
Types of Representation Agreements	10 minutes
What Are Your Duties and Responsibilities?	
Duties to Clients	10 minutes
Responsibilities to Customers	10 minutes
Instructional Time	110 minutes
Module 2: The Buyer Counseling Session	10:35am—2:20pm
Goals of Counseling Session	
Agent’s Goals	10 minutes
Buyer’s Goals	10 minutes
Preparing for the Counseling Session: Brand Consistency	20 minutes
Learn About the Buyer	
Needs Assessment	15 minutes
Establishing Price Parameters	15 minutes
Educate the Buyer	
The Local Real Estate Market	10 minutes
The Complete Cost of Homeownership	10 minutes
Lunch Break: 12:05pm—1:05pm	
Do You Want to Represent This Buyer?	

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Warning Signs to Look Out For	10 minutes
Getting Out of Problematic Relationships	5 minutes
Build Bridges, Don't Burn Them	5 minutes
Pledge of Performance	5 minutes
Contracts	
Four Contracts You Need to Know	15 minutes
The Buyer Representation Agreement	15 minutes
Compensation: Your Questions Answered	20 minutes
Instructional Time	165 minutes
Break: 2:20pm—2:35pm	
Module 3: The Search-Showing-Selecting Process	2:35pm—5:00pm
Searching for Properties	
Managing Expectations	20 minutes
Actively Listen to Your Client	20 minutes
Utilize All of Your Assets and Resources	20 minutes
Break: 3:35pm—3:50pm	
Showing and Selecting Properties	
Showing Property Protocol	20 minutes
Selecting Homes Ethically: Fair Housing and You as Agent	20 minutes
Gaining Buyer Loyalty Throughout Process	
Tips for Gaining and Maintaining Buyer Loyalty	15 minutes
Loyalty and Procuring Cause	15 minutes
Instructional Time	130 minutes
DAY 2	
Module 4: Offers and Negotiations	8:00am--10:45am
Preparing the Buyer	10 minutes
Evaluating Your Client's Negotiating Position	
Getting from Data to Insights	10 minutes
The Importance of Sharing Insights	20 minutes
Prepare a Market Analysis	20 minutes
Formulating an Offer	
Assessing Your Client's Advantages and Disadvantages	15 minutes
Is It a Buyers' or Sellers' Market?	15 minutes
Contingencies	10 minutes

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Break: 9:40am—9:55am	
Presenting and Negotiating an Offer: Know the Rules	
Your Responsibilities in Presenting Offers	20 minutes
Types of Offer Scenarios	30 minutes
Instructional Time	150 minutes
Module 5: From Contract to Closing	10:45am-1:45pm
Contract Contingencies	10 minutes
Mortgage Process	
Mortgage Application	10 minutes
Loan Estimate Comparison	5 minutes
Mortgage Application Follow-up	5 minutes
Additional Documentation for Some Situations	5 minutes
When the Home Appraisal Derails Closing	5 minutes
Home Inspections	15 minutes
Types of Insurance	
Property Insurance	5 minutes
Flood Insurance	5 minutes
Title Insurance	10 minutes
Lunch Break: 12:00pm—1:00pm	
Closing Process	
Pre-Closing Walk-Through	10 minutes
Prepare the Buyer for Closing	15 minutes
Client Data Privacy and Security	20 minutes
Instructional Time	120 minutes
Module 6: Tools and Takeaways for Success	1:45pm—4:10pm
Four Most Important Takeaways for Success	
Know Your Strengths and Weaknesses	20 minutes
Know Your Duties and Responsibilities	10 minutes
Know Your Competition	20 minutes
Know Your Unique Value Proposition	10 minutes
Break: 2:45pm—3:00pm	
Troubleshooting Scripts for the Field	
When the Buyer Doesn't Want Initial Counseling Session	10 minutes
When a Buyer Won't Sign a Representation Agreement	10 minutes
When Buyer Asks About Offers, Commissions, and Fees	10 minutes
When Dealing with FSBOs	10 minutes

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Pro Tips and Tools for Success	
Property Comparison Worksheet for Buyers	5 minutes
Buyer Agent Safety	10 minutes
Technology to Help You Work More Efficiently and Effectively	10 minutes
After the Closing: Due Diligence Moving Forward	5 minutes
Instructional Time	120 minutes
Exam – 50 Questions	4:10pm—5:00pm
Total Time	50 minutes