



Julie Garton-Good, DREI

Julie Garton-Good is known as "America's Home Affordability Expert," and speaks to thousands of agents annually on mortgages and fee-for-services consulting. She is the author of ten real estate books and has penned a syndicated weekly newspaper column for more than two decades. Named twice on the National Association of REALTORS® "Twenty-Five Most Influential People" list, Julie is the sole three-time recipient of the prestigious international "Real Estate Educator of the Year" award from the Real Estate Educators Association.

Providing fee-for-services real estate consulting in her own practice since 1982, Julie founded the National Association of Real Estate Consultants® in 1999, and globalized it in 2011 as the International Association of Real Estate Consultants®. To date, it has trained over 2,000 agents how to unbundle and charge for consulting services, creating greater consumer centricity.

If you'd like Julie to speak to your Association, office, or provide you with one-on-one fee-for-services consulting assistance, please contact her at www.juliegarton-good.com.

"Agents will evolve into real estate consultants . . . (experts at selected stages . . .)"
~ A.D. Little Consulting
from a survey commission by NAR®, 1999,
on real estate trends for the next decade

What Attendees Are Saying About the C-CREC® Designation Course:

"I can immediately put into practice what I learned."

Richard Gregory, ABR, CRS, GRI
Wolf Creek Realty, Inc.

"Excellent! I really enjoyed the class and would highly recommend it"

Norman Kleinman
Feren Stockdale-Leggo, Australia

As a Consumer-Certified Real Estate Consultant® you'll have access to myriad cutting-edge tools to assist in launching and fine-tuning the real estate consulting portion of your business.

C-CREC® Consumer-Centric, Results-Focused Materials Include:

- "21 Ways You'll Benefit by Working with Me, a C-CREC®" personalized brochure
- "Seven Guidelines for Fair Consumer Pricing in Real Estate" personalized brochure
- Consumer' Needs Assessment® CNA® personalized worksheets
- "Our Game Plan for Working Together" agreement
- Personalized "Can You Go it Alone as a Seller?" Quiz
- Personalized "Can You Go it Alone as a Buyer?" Quiz

C-CREC® Business "Power Tools" to Amp Up Your Consulting Power Include:

- C-CREC® Financial Plan Calculations Template
- "Show Me the Profit" Calculator
- "Top Twenty Questions for Framing Your Consulting Business Plan" worksheet
- "Identifying My Consulting Target-market Niches & Products" worksheet
- Your online designee profile accessible to consumers and linked to your business website
- Specialty webinars available solely to C-CREC® designees

Consumer-Certified Real Estate Consultant® Designation and Fee-For-Services Consulting Course



From Inman 2010 Survey ~

"Compensation Structures by 2020 "

"As the largest percentage in the survey, 40% of agents polled believed that fees will increasingly be based on the specific services selected by consumers"



Why Unbundle Yourself as a Consumer-Certified Real Estate Consultant® (C-CREC®)?



Dear Real Estate Professional:

Does the current market and state of the profession concern you? If not, it should. As an industry that's feverishly held on to the same "one-size-fits-all" business model for more than one-hundred years, it's time we reinvented ourselves and unbundled our services and talents to better assist today's savvy real estate consumer.

Here's why. The real estate meltdown has consumers wondering whom they can trust. They assumed they could trust the lender that got them into the mortgage loan with a payment that's now adjusting into the stratosphere. They assumed that their home equity would continue to rise as a type of forced savings plan for their future. Now, in the aftermath, real estate consumers are disillusioned and searching for a trusted advisor that can provide impartial, factual information to help them solve their myriad real estate problems. And since many of today's consumers have real estate concerns that don't involve listing or purchasing (like helping them protest the assessed value of their property), there's never been a better time to become a Consumer-Certified Real Estate Consultant® (C-CREC®).

It's Time to "Step Away from FREE!"

The statistics of fewer transactions and low profitability speak for themselves . . . "free" is killing the real estate profession. And if you examine how much more free there is post real estate meltdown, it's frightening! Why does this happen? We've erroneously been taught that we need to offer free in order to compete professionally with our peers. Nothing could be further from the truth.

When was the last time you saw an orthodontist putting free braces on a child in order to compete with his fellow professional - or a CPA taking on gratis IRS case just to showcase her value? Unless and until we scrap free in our profession, it will be difficult to evolve in the consumer's eyes from high-pressured salesperson to trusted advisor.

It's Your Decision: "Free" or "Feel!"

By unbundling your services and providing fee-for-services real estate consulting, (also known as real estate a la carte), you turn your focus from activities-busy work to result-oriented outcome. In other words, you no longer "major in minors". The services you offer focus on your professional value (often on an hourly basis) with profit built into the equation/pricing formula. Instead of working for FREE, you're charging a professional FEE! In fact, it becomes a self-fulfilling prophecy because once you put a tangible value on your time and talents, you want to do more of what works, not what doesn't. And the good news is that fee-for-services consulting integrates seamlessly into your existing listing/selling business, giving you a cutting-edge advantage and greater consumer flexibility.

If these concepts resonate with you and your professional ideals, you owe it to yourself to become unbundled as a C-CREC® designee and join the consumer-centric international REvolution in real estate! Please visit us online today at www.iarec.com.

Enthusiastically,

Julie Carton-Good, DREI, C-CREC

Founder, The International Association of Real Estate Consultants®

julie@iarec.com
jgg@juliegarton-good.com
(208) 746-7963



C-CREC® Designation Course Objectives:

Upon completion of the seven-hour webinar-modular program as a C-CREC® Designee, you will be able to:

- Clearly differentiate between "discounting" and "fee-for-services consulting"
- Drastically reduce the amount of free/non-fee services you provide
- Decide which services you can safely unbundle and which should remain packaged, and why (based on licensing laws and liability)
- Determine the dollar value of one-hour of your time, the profitability of each service you provide, and which services you should never perform again
- Cement a client relationship for life using the Consumer' Needs Assessment® tool combined with retainer fees and a customized "Results Timeline" for each consulting engagement
- Customize a two-page "Our Game Plan for Working Together" agreement to explain to consumers what you will and won't do, their role in your partnership—reduced to writing and agreed to before you start working together
- Determine the best target market niche and design products/services to deliver to that target client, including passive "money-in-the-mailbox" products to sell from your website via e-commerce
- Complete and apply a three-page business plan to seamlessly integrate consulting activities into your current listing/selling business (if applicable)

Interested in becoming a C-CREC®?

Visit us online at www.iarec.com