



## Hot Market Strategies - Timed Outline

### Course Objectives

Describe hot market dynamics from a buyer and seller perspective.
Describe how to assist sellers to capitalize on a hot market to net the highest possible return on their properties.
Describe several ways to assist buyers to write competitive offers.

### Unit 1: Hot Market Dynamics

Minutes	Lesson Title	Unit Learning Objectives
5	Differentiating Between Hot, Cold and Neutral Markets Interactive Activity	Explain the dynamics of a hot market to your clients to help them better manage their expectations.
15	Low and Declining Inventory in a Hot Market Interactive Activity	Explain why it's important to prepare for transactional delays in a hot market.
5	How Interest Rates Impact Market Value Interactive Activity	Describe legal, ethical and MLS issues that can occur with pocket listings.
5	Service Provider Dynamics in a Hot Market Interactive Activity	
5	Appraisal Dynamics in a Hot Market Interactive Activity	
5	Cash Buyers in a Hot Market Interactive Activity	
15	Pocket Listings in a Hot Market Interactive Activity	
5.0	Unit Exam	

**Unit 2: Representing Sellers in a Hot Market**

15	Evaluating Offers Interactive Activity	Explain how to prepare a seller net sheet and how seller net is computed.
10	Responding to Multiple Offers Interactive Activity	Evaluate offers based on both net to seller and buyer qualifications.
10	Responding to Escalator Offers Interactive Activity	Explain the importance of the appraisal to sellers, how to appropriately prepare for the appraisal process, and when and how to dispute a too-low appraisal.
5	When Properties Don't Appraise Interactive Activity	
5.0	Unit Exam	

**Unit 3: Representing Buyers in a Hot Market**

10	Preparing Buyers for a Seller's Market Interactive Activity	Describe the dynamics of a hot market from a buyer's perspective.
15	Strategic Shopping in a Hot Market Interactive Activity	Explain how buyers can demonstrate financial strength to sellers when writing offers.
15	Preparing Winning Offers Interactive Activity	Describe how to draft winning offers for buyers in a competitive bidding situation, how best to communicate with seller representatives, and how to assist buyers in a back-up position.
5	Communicating with Seller Representatives Interactive Activity	
5	When Buyers Are in Backup Position Interactive Activity	

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10	Guerilla Tactics to Avoid When Drafting Offers	
	Interactive Activity	
5.0	Unit Exam	
10.0	<b>FINAL EXAM</b>	
180	<b>TOTAL MINUTES</b>	
3.0	<b>TOTAL HOURS</b>	