**Course Title:** Selling New Homes vs. Resales – Which is Best for my Client?

**Course Objective(s):** As a result of this session, attendees will be able to clearly distinguish between Agency relationships e.g. a normal resale transaction vs. a Referral relationship e.g. how a Builder perceives the introduction of the client to their tract.

**Credit Hours:** 3 GENERAL

**Content**: Agents will understand the HERS – Home Energy Rating System – which may make the difference in “cost of ownership” vs. “monthly payment”. Finally, a review of important contract clauses will allow the Agent to ‘Protect and Promote’ the interests of their Customer/Client or Referral Prospect.

**COURSE TIMED**

**SUBJECT/TOPICS INCREMENTS**

1. **Introduction** **5 Min**

* State CE rules – Introduce Instructor

1. **Course Overview 5 Min**

* Course overview and Learning objectives

1. **Agency Relationships vs. Referral Agreements 20 Min**

* Should you provide a “Duties Owed”

1. **What are the differences between the two Markets? 20 Min**

* New Home sales vs. Resales
* Resources the Buyer will likely use before they come see you!

**BREAK – 10 Min**

1. **New Construction and Building Techniques 15 Min**

* How much do you need to know about

1. **New Homes vs. Resales 5 Min**

* The ‘Language’ of New Homes

1. **New Homes vs. Resales 20 Min**

* Energy efficiency

1. **New Homes vs. Resales 10 Min**

* Builder warranties and Gaming Map

**BREAK – 10 Min**

1. **New Homes vs. Resales 20Min**

* Introducing Clients to the New Home arena

1. **New Homes vs. Resales 20 Min**

* Builder Sales Contract

1. **New Homes vs. Resales 10 Min**

* Pros and Cons of each Market

1. **Closing 10 Min**

* Questions / Wrap Up

**TOTAL: 180 Mins ÷ 50 class hr = 3.6 Hours**