



LEARNING CALENDAR SEPTEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Pricing Analysis Grid & Saleability Rating	1 3:00PM The ERA Distinction	2 Dealing with Objections	3 Effective Sales Meetings	4 Holding an Effective Open House
7 ZAP Learning Page	8 12:00PM Virtual AccelERation	9 ERA Marketing Consultation	10 1:00PM ACE with Mark Givens (Click to Attend)	11 Making Appointments with Expired Listings
14 Intro to the ERA Marketing Presentation	15 Gold Star Property	16 LeadRouter Agent Training	17 Negotiation Skills	18 Making Appointments with FSBOs
21 Effectively Showing Property	22 Questioning Techniques	23 Absorption Rate Tool	24 Questioning Techniques	25 Handling Objections
28 Buyer Closing Signals	29 Business Planning	30 3:00PM ERA Distinctive Properties®	All Times Listed are in Eastern Time Dates & Times Subject to Change	<div style="display: flex; flex-direction: column; gap: 5px;"> <div>■ SALES ASSOCIATE</div> <div>■ BROKER/MANAGER/ADMIN</div> <div>■ ERA Skill Corner <i>Launch Now</i></div> </div>

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LEARNING CALENDAR OCTOBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p> ■ SALES ASSOCIATE ■ BROKER/MANAGER/ADMIN ■ ERA Skill Corner <i>Launch Now</i> </p>	All Times Listed are in Eastern Time Dates & Times Subject to Change	Dealing with Objections	1 Effective Sales Meetings	2 Holding an Effective Open House
5 ZAP Learning Page	6 3:00PM The ERA Distinction	7 ERA Marketing Consultation	8 1:00PM ACE with George O'Balle (Click to Attend)	9 Making Appointments with Expired Listings
12 Intro to the ERA Marketing Presentation	13 Gold Star Property	14 LeadRouter Agent Training	15 Negotiation Skills	16 Making Appointments with FSBOs
19 Effectively Showing Property	20 12:00PM Virtual AccelERation	21 Absorption Rate Tool	22 Questioning Techniques	23 Handling Objections
26 Buyer Closing Signals	27 3:00PM ERA Distinctive Properties®	28 Business Planning	29 Questioning Techniques	30 Pricing Analysis Grid & Saleability Rating

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LEARNING CALENDAR NOVEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 ZAP Learning Page	3 All Times Listed are in Eastern Time Dates & Times Subject to Change	4 Dealing with Objections	5 Effective Sales Meetings	6 Holding an Effective Open House
9 Gold Star Property	10 3:00PM The ERA Distinction	11 ERA Marketing Consultation	12 1:00PM ACE with Dan Elzer (Click to Attend)	13 Making Appointments with Expired Listings
16 Intro to the ERA Marketing Presentation	17 3:00PM ERA Distinctive Properties®	18 LeadRouter Agent Training	19 Negotiation Skills	20 Making Appointments with FSBOs
23 Effectively Showing Property	24 Business Planning	25 Absorption Rate Tool	26 Questioning Techniques	27 Handling Objections
30 Buyer Closing Signals	Virtual AccelERAtion	Pricing Analysis Grid & Saleability Rating	Questioning Techniques	<ul style="list-style-type: none"> ■ SALES ASSOCIATE ■ BROKER/MANAGER/ADMIN ■ ERA Skill Corner <i>Launch Now</i>

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LEARNING CALENDAR DECEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
All Times Listed are in Eastern Time Dates & Times Subject to Change	1 12:00PM Virtual AccelERAtion	2 Dealing with Objections	3 Effective Sales Meetings	4 Holding an Effective Open House
7 ZAP Learning Page	8 3:00PM The ERA Distinction	9 Gold Star Property	10 1:00PM ACE with Buddy West (Click to Attend)	11 Making Appointments with Expired Listings
14 Intro to the ERA Marketing Presentation	15 3:00PM ERA Distinctive Properties®	16 LeadRouter Agent Training	17 Negotiation Skills	18 Making Appointments with FSBOs
21 Effectively Showing Property	22 Business Planning	23 Absorption Rate Tool	24 Questioning Techniques	25 Handling Objections
28 Buyer Closing Signals	28 ERA Marketing Consultation	30 Pricing Analysis Grid & Saleability Rating	31 Questioning Techniques	<ul style="list-style-type: none"> ■ SALES ASSOCIATE ■ BROKER/MANAGER/ADMIN ■ ERA Skill Corner <i>Launch Now</i>

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JANUARY LEARNING CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>SALES ASSOCIATE</p> <p>BROKER/MANAGER/ADMIN</p> <p>ERA Skill Corner <i>Launch Now</i></p>	All Times Listed are in Eastern Time Dates & Times Subject to Change	Dealing with Objections	Effective Sales Meetings	1 Holding an Effective Open House
4 ZAP Learning Page	5 Business Planning	6 Gold Star Property	7 1:00PM ACE with Pamela Ermen (Click to Attend)	8 Making Appointments with Expired Listings
11 Intro to the ERA Marketing Presentation	12 3:00PM The ERA Distinction	13 LeadRouter Agent Training	14 Negotiation Skills	15 Making Appointments with FSBOs
18 Effectively Showing Property	19 12:00PM Virtual AccelERation	20 Absorption Rate Tool	21 3:00PM ERA Distinctive Properties®	22 Handling Objections
25 Buyer Closing Signals	26 ERA Marketing Consultation	27 Pricing Analysis Grid & Saleability Rating	28 Questioning Techniques	28 Questioning Techniques

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