

Power Session 5: Price to Sell with Your CMA – The Competitive Skill of Pricing

				Time for ...	
Timing Illustration	Power Session Headings	Notes on Content	Exercise Names	Faculty	Cappers in Training
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Faculty</p> <div style="background-color: #cccccc; padding: 5px; margin: 5px 0;">Prep for class</div> </div> <div style="width: 45%;"> <p>Cappers</p> </div> </div> <div style="background-color: #cccccc; padding: 5px; margin: 10px 0;">Expectations</div> <div style="background-color: #cccccc; padding: 5px; margin: 10px 0;">Action Reveal</div>	Prepare for Class	<ul style="list-style-type: none"> Read the Power Session and Instructor notes completely, and prepare your lesson plan for teaching. Review the Mission for the day and preview the videos that Cappers in Training are watching. Set the tone for an energized and successful class! 		30 mins minimum prep time.	
	Today's Expectations	<ul style="list-style-type: none"> Commit to expectations for the day's Power Session. 		5 mins	5 mins
	Action Reveal	<p>Hold agents accountable for what it takes to build and grow their business.</p> <ol style="list-style-type: none"> Mission Daily 10/4 Real Play Calls 	<p>Hold agents accountable for what it takes to build and grow their business.</p> <ol style="list-style-type: none"> Review and debrief the Mission Ask each person to report on their Daily 10/4 activities. Discuss wins and opportunities. Smile and dial! 	<ol style="list-style-type: none"> Q&A discussion about the Mission. Report Out on Daily 10/4 Your Turn - Lead Generate for Business 	5 mins

Faculty Cappers Get Your Head in the Game Make It Happen Putting It All Together Aha's Resources	Get Your Head in the Game	Establish mindset for the day's topic. Pricing has a large mindset component, both for you and your seller.	Discussion about understanding the mindset of sellers	5 mins	5 mins
	Make It Happen	Pricing is one of the absolutely essential real estate success skills.	1. Your Turn – Market Statistics 2. The CMA – Comparative Market Analysis 3. Your Turn – Pricing Strategies 4. Your Turn – CMA	1. 5 mins 2. 5 mins 3. 15 mins 4. 30 mins	1. 10 mins 2. 5 mins 3. 10 mins 4. 10 mins
	Putting It All Together <ul style="list-style-type: none"> Action Plan Prepare for Next Class Recall and Remember 	Prepare students for the work they will do before the next Ignite Power Session.		2 mins	5 mins
	From Aha's to Achievement	Discuss Aha's from today's session.			5 mins
	Enhance Your Learning	Resources for further study, for job aids, and more.			5 mins

TOTAL SESSION TIME: Approximately 3 hours