

# Listings & Presentations

# TRIPLE PLAY

## Pricing Marketing

LeRoy has this and other great courses on his website. He still has several teaching dates available. Contact LeRoy to schedule a course or go to his website for information on other courses he offers.

[www.leroyhouserseminars.com](http://www.leroyhouserseminars.com)

## All About LeRoy:

LeRoy was born in Hopewell, VA  
The son of Roy and Lucille Houser

BS degree from Virginia Tech  
Master of Education from VCU

Before real estate he was a  
football coach and A high school teacher

REALTOR Emeritus  
CRS Emeritus

REALTOR/Broker with Keller Williams  
In Richmond, VA

Has formerly been  
REALTOR of the Year, Teacher of the Year  
and Top Agent

LeRoy has created and sold  
2 successful real estate companies

CRS instructor for over 30 years and  
He has taught real estate  
throughout the United States  
and in several foreign countries

His wife, Carolyn, has also been a Top Agent  
and is an active agent in Richmond, VA

LeRoy and Carolyn have been  
married for more than 50 years and  
have 2 children, 8 grandchildren  
And a Schnauzer named Lexy

### In this seminar you will learn:

- A 3 part Seller presentation- Telephone, Fed/Ex and In Person.
- How to calculate and present Price, including the Absorption Rate
- Techniques to increase the odds of getting the listing.
- Scripts and Dialogues to enhance your effectiveness
- How to convert a Seller lead to a listing appointment.
- Online and Offline marketing techniques for the NEW market.
- How to use a Seller Lead Sheet to convert a seller lead



*"Thank you! Thank you! Thank you! That was one of the best classes I've attended in a while. The information was current and practical and I can't wait to start applying it to my business. Love Power Pack 1 & 2 too!" A.B., REALTOR*