



Looking for a way to increase your productivity?

Get your business off to a good start?

Keep yourself out of trouble?

Receive high quality training without great expense?

## Foundations for Success is your answer

- Prepares you for the 'real world' of real estate
- Gets you involved with prospecting from Day One!
- Gives you the formats and dialogues you need
- Prepares you to do an effective listing presentation
- Shows you the fundamentals of a properly prepared CMA
- Gives you the basics of a buyer presentation designed to instill loyalty
- Focuses on the sales contract
- Encompasses role-playing in key areas like presenting offers
- Wraps up with goal setting and time management strategies

### Lynn's Creden- tials



\* 2003  
Realtor of  
the Year -  
Realtor  
Associa-  
tion of West South Sub-  
urban Chicagoland

\* Speaker at the NAR  
Convention since 1993

\* 2000 AIREE Illinois  
Educator of the Year  
Award Winner

\* 1996 NAR Educator  
of the Year Award Winner

\* AE Institute Instructor,  
1999, 2000 and 2005

\* ABR Instructor

\* GRI Instructor

\* Conducts over 200  
continuing education  
seminars annually

All this, plus GRI Course One Credit,  
for only \$375 for four full days with one or more of our excellent training staff.  
**Charles Rutenberg Realty agents pay only \$300!**

Convenient locations including Arlington Heights, Libertyville, Downers Grove and Aurora

## About Lynn Madison



Lynn is the owner of Lynn Madison Seminars, Inc., a full-service training and development company devoted to the advancement of professionalism in real estate.

Lynn has been a speaker at the NAR convention for over a decade and has spoken to REALTORS® in Louisiana, where she has been teaching agency and GRI courses since 1997, as well as conducting seminars in Michigan, Wisconsin, North and South Dakota, Georgia, Texas, Arkansas, Oklahoma, Florida - the list goes on. Lynn also conducts the new member orientation programs for many of the Realtor Associations in northern Illinois on an on-

going basis.

Lynn has been active in developing and delivering not only Illinois' continuing education programs since 1992, she is also a certified CE instructor in over 20 other states. She conducts over 200 sessions annually. Lynn was honored to be chosen by NAR to do the pilot program of the new One America: At Home with Diversity program and not only conducts the program but also does the train-the-trainer for new Diversity instructors.

As a Senior Instructor for REBAC's ABR program, Lynn not only conducts the program nationwide, she is involved in its development and instructor certification program. In 2004 she was inducted into the REBAC Hall of Fame. Her involvement in WCR has given her the opportunity to be in on the ground floor of their dynamic new Performance Management Network program and the development and presentation of their Negotiating, Harnessing the Power and other programs.

Lynn has served on the NAR Cultural Diversity/EOH and Risk Management Committees, and currently serves on NAR's Professional Standards Committee.

At the state level, Lynn's involvement has included:

- Chair of the Political Fund Raising Committee
- Chair of the Illinois Professional Standards Committee
- Chair of Illinois' GRI Committee,
- Chair of Illinois' Convention Committee

Member of the Illinois License Law Rewrite Task Force, License Law Scope and Structure Working Group, the Equal Opportunity Working Group, Education MIG as well as the Strategic Planning Committee.

Locally, Lynn has served as Director of the DuPage Association and has served her local association as a member of Education, Strategic Planning, EOH, and Professional Standards committees. She is currently their RPAC Fundraising Co-Chair and has recently spent over sixteen months on the Multi-Board Sales Contract Re-write Group.



Lynn is ITI certified, a member of the Real Estate Educators Association. She is a NAR Educator of the Year award winner and has received Educator of the Year honors from the Illinois Educators' Association. She was honored with the Realtor of the Year award from her local association as well as numerous Distinguished Service and Key awards from both her state and local associations.

4 days (from 9 to 5) of 'HOW TOs' from our team of experienced instructors

- *be up and running in 30 days*
- *effective marketing strategies*
- *successful expired program*
- *plan for listing/selling FSBOs*
- *preparing accurate CMA s*
- *scripts for overcoming objections*

**2007 Schedule  
Classes at Association Offices**

July 16, 20, 23, 25 - Libertyville  
August 6, 13, 20, 27 – Downers Grove  
September 7, 14, 26, Oct. 3 - Aurora  
October 29, 30, Nov. 2, 9 – Arlington Heights  
November 5, 12, 19, 26 - Joliet

YES – Enroll me in the following session:

For directions please see our website:  
[www.lynnmadison.com/Foundations.htm](http://www.lynnmadison.com/Foundations.htm)

Name: \_\_\_\_\_

Company: CHARLES RUTENBERG REALTY\_

Association/Board: \_\_\_\_\_

Office Phone: 630-929-1100

Home Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-Mail (will be used to send confirmations): \_\_\_\_\_

Payment Check (made payable to Lynn Madison Seminars)

Options Credit Card – Full Tuition of \$300 (non CRR fee is \$375)

American Express, Master Card or Visa

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

I authorize Lynn Madison Seminars to charge my credit card as noted above

Signature: \_\_\_\_\_

Cancellation Policy: \$25 fee for any changes made less than 5 days prior to start of session – no refunds once class starts. There will be a \$25 fee for any checks returned by your bank for any reason



Register Online: <http://WWW.LYNNMADISON.COM>, or

Fax page three of this form to: 847-719-1996, or

Mail page three of this form to:

Lynn Madison Seminars  
21247 Creekside Dr.  
Kildeer, IL

**This does not qualify for CE credit** – this is sales and skill-building training program

This full four day training is regularly priced at \$375\*\* however, through your affiliation with **Charles Rutenberg Realty your special price is only \$300\* and this Includes 2 CD's covering:**

- listing presentation
- buyer presentation
- overcoming objections
- . . . . a \$70 value

\*\*For information on the GRI program (there is a fee from IAR for issuance of GRI certificate) go to <http://www.illinoisrealtor.org/iar/events/gri.htm>

\*Price automatically adjusted prior to processing your payment.

Call 847.719-1994 for optional CRR payment program:  
Credit Card – Payment Program \$300 (\$100 at time of class; \$100 in 30 and 60 days) \*Payment program will be a total of three installments.

To recap:

- 4 days - - GRI Credit –
- a great start to your career
- 2007 Schedule – at Association Offices
- July 16, 20, 23, 25 - Libertyville
- August 6, 13, 20, 27 – Downers Grove
- September 7, 14, 26, Oct. 3 - Aurora
- October 29, 30, Nov. 2, 9 – Arlington Heights
- November 5, 12, 19, 26 - Joliet
- effective buyer counseling
- getting buyer agreements signed
- writing offers that get accepted
- listing presentation strategy
- offer presentation tips
- win-win negotiating

*I'm pleased all **Charles Rutenberg Realty** agents have the option to take **Foundations for Success**. This is an exceptional course that will allow you to hit the streets running as you take your business to new heights.*

*-Ray Zabielski*

