

Howard Brinton's

**STAR  
POWER**  
UNIVERSITY  
OF REAL ESTATE

# Listing Specialization Course

**SAVE**  
up to  
**\$750.**  
See details  
inside...

*“There is no way you could take this course and not increase your income. It is packed with easy to implement ideas that can be accomplished at little or no cost to you — but thousands in added value to your customers.”*

*— L. Gaspard, Baton Rouge, LA*

## Dramatically Increase Your Listing Success

Spend three power-packed days exchanging ideas with top performing REALTORS® and gather proven techniques that reveal:

- 4 things every seller wants and how to leverage them in your favor.
- 8 proven ways to uncover sellers' motivations.
- 43 responses to the 13 most common seller objections.
- How to develop a pre-listing book that does your selling for you.
- Much more!

**Join us in Atlanta, GA on March 22-24, 2001.  
Call 1-800-635-6750 and reserve your seat today.**

# Take Only The Listings You Want To Take

Interact with the widely acclaimed Howard Brinton and the country's Star real estate performers for three power-packed days and develop a larger listing inventory — even in hot markets.

Attend the **STAR POWER® University Listing Specialization Course** — designed specifically for REALTORS® — and uncover an abundance of information that takes your business to the next level. Howard and the Stars share the secrets behind their money-making success — *proven* strategies and systems that can increase *your* listing volume.

Through role playing and scripts, you're bound to remember up to 90% of these profit-generating tools. Store them in your 'creative warehouse' and use them immediately when you get back to the office.



**First-Time Attendees:  
Sign up now and  
SAVE  
\$750.**



## Eleven Benefits You'll Gain From This Course:

1. 22 ways to actively have ongoing prospecting campaigns working for you.
2. One simple phrase that generates repeat business and endless referrals.
3. Secrets for getting every FSBO in your market to list with you.
4. Accurately predict trends so you're never caught chasing the market down.
5. Build an inventory of 43 effective responses to the 13 most common seller objections.
6. Increase your conversion ratio.
7. Master listing dialogues for prospective sellers, FSBOs and expirers.
8. Ways to counter sellers when they give you one of the top 8 reasons for overpricing.
9. 46 strategies for educating sellers on proper pricing — without insulting them.
10. A 16-point checklist for methods of contact.
11. Powerful techniques to develop and market your competitive advantage.

*“This is the 4th University course I've attended and at every single one I've gotten enough in the first few hours to pay for the course and then some. There's no other place you can go to get a more powerful boost to your business.”*

—D. Gregor, Pickerington, OH

*“One idea could easily pay for the course 10-fold.”*

—B. Kramer, Paia, HI

*“This is the most intense, informative course I have taken. If you implement the ideas, your business should double or triple.”*

—Y. Abadian, Potomac, MD

**Class sizes are limited to 100 participants. Ensure your seat!  
Call 1-800-635-6750 today. Or visit [www.GoStarPower.com/university](http://www.GoStarPower.com/university)**

# SAVE up to \$1800<sup>00</sup> On Your Tuition

First-Time Attendees:  
**SAVE \$750.**

Current Course Schedule: **March 22-24, 2001 in Atlanta, GA**

If this is your first time attending a STAR POWER® University:

**Save \$750.00**

Team members attending the same course with you:

**Save \$1,500**

If you've participated in a STAR POWER course, you can:

Enroll yourself in additional courses and **save \$1,000**

Enroll team members in additional courses and **save \$1,500**

Take this course again and **save \$1,800**

STANDARD  
PRICE

SPECIAL  
OFFER\*

~~\$3,250.00~~

\$2,500.00

~~\$3,250.00~~

\$1,750.00/person

~~\$3,250.00~~

\$2,250.00

~~\$3,250.00~~

\$1,750.00/person

~~\$3,250.00~~

\$1,450.00

\*Prices for this course effective through February 23, 2001.

**For fast, personal service, call 1-800-635-6750 and speak to one of our knowledgeable Business Growth Advisors today.**

## Double 100% Satisfaction Guarantee

We're so confident that STAR POWER® University boosts your motivation and your profits, that your success is guaranteed or your money back. Period!


- 1. Take a day and a half to decide:** If you aren't 100% satisfied by the 2nd day of the course, let us know. You'll receive a full refund for your tuition, with no further obligation.
- 2. Take a whole year to decide:** Apply the ideas you've gathered in the course for 12 months. If your business revenues don't increase at least 5 times the cost of your tuition, call and let us know. You'll receive a full refund for your tuition. (Certain conditions apply.)

Or, complete and return the attached Enrollment Form, along with your payment, by:  
**FAX: 303-449-4222**

**MAIL:** Howard Brinton STAR POWER® Systems  
2300 Central Ave., Suite E  
Boulder, CO 80301  
(Make checks payable to Howard Brinton STAR POWER Systems.)

**Enroll online at:**  
[www.GoStarPower.com/university](http://www.GoStarPower.com/university)

View our comprehensive selection of training tools designed to help you build your real estate business at [www.GoStarPower.com](http://www.GoStarPower.com). Or talk to a Business Growth Advisor at **1-800-635-6750** today.

cut here, complete and return the form below 

## NO RISK ENROLLMENT FORM

Qty.	Course	Total
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Payment method:          Check# \_\_\_\_\_

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature \_\_\_\_\_  
(as shown on card)

Your Sales Representative/Business Growth Advisor: \_\_\_\_\_

Staple your business card here or fill in the information below:

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Business phone \_\_\_\_\_

Fax# \_\_\_\_\_ E-mail \_\_\_\_\_

**First-Time Attendees: Save \$750! Seating is limited. Reserve your seat for the Listing Specialization Course today. Call 1-800-635-6750**

## Included In Your Tuition — At No Extra Charge

**Complete Course on Audio Tape** - Everything you've learned in your 3-day session comes to you as a follow-up on ten live, unedited audio tapes. Need to review something or reinforce a point in the office? Simply listen to the tapes.

**Comprehensive Manual/Workbook** - Walk away with hundreds of marketing ideas, sales approaches and strategies. Over 450 pages of forms and tracking systems, property and image advertising, reports and letters, scripts and more.

**Top 100+ Script Cards** - The most effective dialogues for achieving results, condensed and compiled by category.

**12 Months of Accountability Follow-up** - Ensure you're on track with the implementation of ideas and action plans.

**STAR POWER® University Certificate of Completion** - Shows your clients that you graduated a master in your field.



The STAR POWER® University is the first and only university-type training program of its kind created exclusively for real estate professionals.

Additional course curriculums are available. Each is designed to target specific areas of interest that help you build a successful real estate business.

Call 1-800-635-6750 today and find out when these sessions are heading your way:

- Buyer Specialization
- Team Training
- High-Tech, High-Touch Marketing

*“The scripts are absolutely invaluable if you want to grow and improve.”*

*— P. Wattam, Baton Rouge, LA*

**First-Time Attendees:  
SAVE \$750.  
See enrollment form for details.**



## Experience A 500% Return On Your Investment!

Howard Brinton STAR POWER® Systems is so confident that this course empowers you to experience at least a 500% return on your investment within a year of your completion, that we take all the risk on ourselves. Apply the skills for 12 months and if your business revenues don't increase five times over the cost of your tuition, you receive a full refund. (Certain conditions apply.)

If you're an ambitious agent, concerned about enhancing your bottom line, this comprehensive course is for you and your team members. Sign up today and discover how to dramatically increase your listing success.

**Only 100 seats available. Sessions fill up quickly so reserve your spot today.**

**Call 1-800-635-6750 now.**

## Carry Your Tools Back To The Office In A Comprehensive Workbook

Can you pass the "Three Agent Test"? See section II.

Find out the 4 things ALL sellers want. See section IV.

Do you know the "Sales Dance"? See section IV.

What are the "Sweet 16" questions to ask in a listing interview?  
See section IV.

Uncover 10 tips to prepare for a showing in 10 minutes or less.  
See section VII.

Four ways to condition the market to think  
of you as their REALTOR®. See section II.

Get sellers to reveal the "real information"  
with "Three Deep" questions. See section IV.



## About Your High-Powered and Dynamic Presenters



Howard Brinton has more than 30 years of experience in the real estate industry. In his active selling years, he closed 470 sales in one year. Howard has scoured the globe to uncover agents whose sales and marketing techniques have brought them exceptional success — agents who are now members of his team of Stars.



During these three days, Howard serves as your lead presenter accompanied by the Stars. **Having \$35 million in annual production and an average of 200 annual transactions,** they know what works and they don't keep it to themselves.



*“It was so wonderful to be with such outstanding salespeople from all over the country. I feel there is no doubt I will be able to take my business to the next level. There is nowhere else you could get the caliber of this training.”*

—D. Schloss, Erie, PA

*The Stars share their field-tested systems, tips, pointers and how-to strategies — ALL proven successful in their own businesses. Now put them to work for yours!*

**First-Time Attendees: Save \$750!**

Seating is limited to 100. Reserve your spot today. Call **1-800-635-6750** now.

# Six More Reasons

To Sign Up For The *Listing Specialization Course* Today

**First-Time Attendees: SAVE \$750.**

- 1** *"If someone wants to expedite their listing process, saving time and reducing stress for themselves, then they should invest 3 days of their lives in this course." — B. McEnaney, Ludlow, VT*
- 2** *"The STAR POWER® Systems are second to none. The people . . . are committed to your success . . . you can't help but feel this course is worth every penny. You will be able to take any size team to the next level!" — S. Hea, St. Louis, MO*
- 3** *"You cannot afford not to go. Your learning curve will skyrocket — in 3 days you learn more than most agents learn in a career." — S. Stewart, Huntsville, AL*
- 4** *"This is a great course. I am sure it is going to pay for itself within 3 months. You will not lose anything . . . you will gain everything." — L. Robinson, Indianapolis, IN*
- 5** *"It will give you most everything you need to know to 1) obtain listings, 2) retain and sell them, 3) obtain raving fans from your sellers. Great for a new agent or anyone that just wants to get better." — M. Charters, Gaithersburg, MD*
- 6** *"This course will help you build/continue your emphasis on listings — you'll get them at better prices and gain ideas to get them sold with less hassle, stress and time for us!" — T. Brandt, Chicago, IL*

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Howard Brinton STAR POWER® Systems  
2300 Central Ave., Ste. E  
Boulder, CO 80301

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