

Command Spanish® Program Data Sheet
for
Spanish for Real Estate Agents

Materials Description and Content: *Spanish for Real Estate Agents* is published by Command Spanish®, Inc. Consumer Division and consists of a 74 page manual and accompanying audio files. It was authored in consultation with real estate agents and brokers and other housing professionals. In addition to a special section devoted to pronunciation, this book contains the following work-specific language sections: Greetings and Goodbyes; Etiquette and Social Niceties; Communication Strategies; Numbers; Receiving Customers and Prospects; Interview for Housing Needs and Preferences; Financial Issues; Follow-up Interview After Prequalification; Property Descriptions; Preparing for the Property Visits; At an Open House; Sales Talk; Visiting Properties; Making an Offer; Seller's Response; Executing the Purchase and Sale Agreement; Before the Closing; and During the Closing. *Spanish for Real Estate Agents* also contains the following appendices: Cultural Notes; Spanish Alphabet; Spanish Surname System; Money Issues; Announcing Dates and Times; Giving Directions; Glossary; and a Property Features Checklist.

Program Description: This program is designed to provide non-Spanish-speaking real estate agents and brokers, and others involved in selling property and /or housing with functional skills in Spanish. The program utilizes phonetic encoding to address the most important Spanish commands, questions, and phrases critical to working with potential buyers. **No prior knowledge of Spanish is necessary.**

Goal: To prepare non-Spanish-speaking real estate agents and brokers, and others in involved in the sale of property or housing to use Spanish language skills by enhancing their ability to work professionally with their Spanish-speaking clients.

Objectives: Upon completion, participants will be able to use Spanish to do some or all of the following: welcome and receive potential property buyers; interview clients to determine their needs; discuss basic financial issues; conduct follow-up interviews; determine the buyer's price range; provide detailed property descriptions; prepare the buyer for property visits; set appointments; provide commentary about a property; and describe issues relative to closing a sale.

Intended Audience: This program is intended for real estate agents and brokers, their assistants and front office staff, and any others involved in property or housing sales.

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