

Course : Prospecting, acquisition of sales mandates and real estate appraisal

Practical course - 1d - 7h00 - Ref. IMB

Price : 830 € E.T.

NEW

In a competitive real estate market, the ability to prospect effectively, obtain mandates and value a property at the right price is crucial to the sales performance of real estate professionals.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Implement a structured prospecting strategy
- ✓ Setting up a sales meeting and obtaining a mandate
- ✓ Arguing and securing a sales mandate
- ✓ Produce a coherent, justifiable real estate appraisal
- ✓ Defending a price against a seller

Intended audience

Agents immobiliers, négociateurs immobiliers, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

Prerequisites

no

Practical details

Case study

Practical appraisal case, presentation of an opinion of value, work in sub-groups.

Teaching methods

active

Course schedule

PARTICIPANTS

Agents immobiliers, négociateurs immobiliers, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

PREREQUISITES

no

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The fundamentals of real estate prospecting

- Set up active/passive prospecting
- Organize prospecting in the field: door-to-door canvassing, canvassing, freelance prospecting
- Structure your digital prospecting: social networks, ads, local visibility
- Qualify your salesperson: motivation, lead time, price
- Be organized and regular

Role-playing

Atelier : élaboration d'un plan de prospection hebdomadaire. Jeu de rôle : appel de pige.

2 Real estate appraisal

- Real estate appraisal principles
- Master the various estimation methods (comparative, capitalization, etc.)
- How to use evaluation criteria
- Constructing and presenting an opinion of value
- Managing price discrepancies with the seller

Case study

Estimate with presentation of an opinion of value

3 Acquiring sales mandates

- Preparing your appointment with the salesperson
- Discover the seller's project
- Structuring your sales pitch
- Handling objections (fees, competition, exclusivity)
- Know the types of mandates (simple, exclusive, co-exclusive, etc.)
- Master the fundamentals of the legal framework (Hoguet Act - reminders)

Role-playing

Appointment with the seller.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 8 June, 7 Sep., 30 Nov.

PARIS LA DÉFENSE

2026 : 1 June, 31 Aug., 23 Nov.