

Course : Real estate visits from A to Z

From appointment to conclusion

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

Price : 970 CHF E.T.

NEW

The real estate visit is a key stage in the process of marketing a property. In a highly competitive real estate market, professionals need to master the technical, commercial and relational aspects of the visit in order to meet customer expectations.

Teaching objectives

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

- ✓ Preparing for a real estate visit
- ✓ Structure and conduct a professional and persuasive visit
- ✓ Enhancing the value of a property without overselling
- ✓ Tailor your message to your visitors' profiles
- ✓ Handling objections and delicate situations during the visit
- ✓ Conclude a visit and continue the sales relationship

Intended audience

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

Prerequisites

Basic knowledge of the real estate market and general legal framework.

Practical details

Role-playing

Case studies and role-playing.

Teaching methods

Active

Course schedule

PARTICIPANTS

Négociateurs immobiliers, agents commerciaux, mandataires immobiliers, salariés ou indépendants du secteur immobilier.

PREREQUISITES

Basic knowledge of the real estate market and general legal framework.

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 Acquire the fundamentals of real estate visits and prepare for them

- Identify buyers' expectations
- Differentiate between a [[sudden]] visit and a [[controlled]] visit by avoiding common mistakes
- Gather information on the property and analyze the seller's file
- Qualify the buyer (needs, budget, motivations)
- Préparer son discours et faire la liste pratique de préparation pour ne rien oublier (documents, clés, arguments)

Group discussion

Brainstorming collectif sur les expériences de visites vécues. Travail en sous groupes sur une fiche "bien immobilier".

2 Greet customers and establish a relationship of trust in order to conduct the visit and enhance the value of the property

- Mastering professional posture and para- and non-verbal communication
- Create a climate of trust and reformulate expectations before visiting the property
- Structuring the visit (entrance, rooms, exterior)
- Tailor your presentation to the customer's profile, highlighting strengths and addressing weaknesses with transparency.

Role-playing

Role-playing - welcoming customers.

3 Handling objections and effectively concluding the visit

- Know how to handle common objections (price, work, environment), learn techniques for responding to objections
- Dealing with a negative or silent customer
- Identify buy signals
- Ask the right questions at the end of the visit and get the buyer's debriefing on the spot
- Suggest follow-up: offer, counter-visit, time to finalize visit

Role-playing

Case studies and role-playing.

4 Post-visit follow-up

- Report on visits (seller and buyer)
- Work on sales follow-up and reminders
- Know and apply visit performance indicators

Hands-on work

Quiz and individual action plan.

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 : 12 June, 11 Sep., 4 Dec.