

Size Matters - Residential Square Footage

Realtor® University and Learning Library present the “Size Matters” Webinar. Now available at only \$9.99 for this one hour discussion on the importance of *size* to every agent and every home value. Discover the many ways in which “Size Matters.” Follow this link.

<http://www.learninglibrary.com/AspDotNetStoreFront70/c-118-archived-webinars.aspx?pagenum=2>

The screenshot shows the Realtor University website interface. At the top, there are navigation links for 'Realtor University Home', 'Shopping Cart', and 'Wish List'. The main content area displays the product 'Size Matters - Residential Square Footage' with a video thumbnail featuring Hamp Thomas. The product details include SKU W1078, a price of \$19.99, and an 'Enroll' button. The sidebar contains a 'Product Catalog' search bar and various navigation options like 'Learner Home', 'E-Learning', and 'Customer Service'.

In part one of the *Size Matters* series we'll discover the many ways in which size influences property values and the real estate comparison process. We'll share important information you can use at work tomorrow and give you some food for thought, which will make you really think about how size works in your business. This webinar will examine the power of MLS over the real estate business and your power over the MLS. We'll reveal the secrets of square footage and public records, and gain a new perspective on the use of size in CMA's and appraisals. Agents and brokers will gain a new understanding of the many ways in which Size Matters!

This exciting new webinar will teach you all about the power of *size* in the real estate valuation system. Size or square footage provides the “currency” of real estate and is the very foundation of property values. Today's real estate environment is challenging agents and appraisers to provide more precise information. This sensitive topic is making headlines. New appraisal and mortgage requirements are placing an ever-increasing pressure on accurate comparable information and the MLS data system. Consumers and mortgage lenders are demanding more detailed information than ever before. What changes should you implement? What about liability, responsibility? What are the strategies for best protecting your clients and yourself? Are floor plans for every listing the way of the future? Will they become an accepted part of a marketing plan, similar to how video tours evolved a decade ago? This session will enlighten you to the influence of size, and its role in the valuation and comparison processes. You'll learn how *you* control the “most trusted source of real estate information in the world.” Now that's power! You'll leave this session with a new appreciation of the many ways in which size matters!