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## Helping Agents Pursue Dreams

*Real estate agents will be encouraged to dramatically improve their selling and personal skills to better meet the demands of vendors and buyers at a top industry conference next week.*

A line up of international speakers including American Chris Gardner, the inspiration behind the Academy Award nominated film, *The Pursuit of Happyness*, New York agent Shaun Osher and Aussie Home Loans spokesman John Symond, will talk to agents about topics including navigating tumultuous times and using common sense.

More than 3000 agents are expected at AREC13 (the Australian Real Estate Conference) to be held on the Gold Coast on May 19-20. "As real estate transactions become more complex, the public needs more competent real estate agents to manage the process," David Knox, a top industry coach in the US who will present at the conference, said.

"Consumers need to make sure that agents understand your real needs and you need to ask them to explain the steps of marketing your home and how they will deliver increased value."

Australian coach and trainer, Josh Phegan said the customer had never been so clear about what they wanted.

"They want value for money, they want service and they want it now. Being able to sell yourself as an agent is one of the most highly sought after skills."

Shaun Osher said agents needed to understand what motivated vendors.

"When a client chooses an agent, they need to make sure they are working with someone who they are comfortable with being their face to the consumer," Mr. Osher said.