

Residential Sales Mastery

From appraisal to unconditional — every step, engineered.

VERTICAL	LEVEL	DURATION	MODULES
Salespeople	Intermediate	24 hours · 12 modules · 51 lessons	12

Programme overview

The definitive residential sales program. Built around the real vendor and buyer scenarios that separate top-earning agents from the pack. You will emerge with a repeatable listing presentation, a defensible CMA methodology, a five-step negotiation framework, and the mindset to hold your fee under pressure.

What you'll master

- 01 Prepare and deliver a listing presentation to the standard top-performing agents work to
- 02 Build a Comparative Market Analysis that survives a vendor's toughest challenge
- 03 Structure a fee conversation without discounting
- 04 Design a campaign that matches property tier to channel spend
- 05 Handle vendor objections without breaking rapport
- 06 Run a five-step negotiation that protects the vendor and closes the buyer
- 07 Read a Section 32 / Contract for Sale and flag the four issues buyers ask about
- 08 Work an appraisal-to-listing pipeline against a 40% conversion benchmark, and measure your own rate against it
- 09 Build a post-settlement care system designed to keep vendors as referral sources for years

Skill focus

- Prospecting
- Appraisals & CMA
- Listing Presentation
- Marketing Strategy

- Negotiation
- Vendor Management
- Buyer Psychology
- Contracts
- Post-Sale Care

The syllabus

12 modules · one standard

I. 01 · Advanced prospecting

4 LESSONS

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|----|--|----------------------|
| 01 | Appraisal farming — the compounding engine | masterclass · 14 min |
| 02 | The seven life triggers that predict a listing | reading · 12 min |
| 03 | Expired listings: the 48-hour window | masterclass · 11 min |
| 04 | Knowledge check | quiz · 8 min |
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II. 02 · The defensible CMA

4 LESSONS

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|----|---|----------------------|
| 01 | Comp selection: the 90/6/3 rule | reading · 16 min |
| 02 | Adjustments: pool, view, land size, condition | reading · 18 min |
| 03 | Presenting the CMA at the kitchen table | masterclass · 13 min |
| 04 | Knowledge check: CMA | quiz · 8 min |
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III. 03 · The listing presentation

4 LESSONS

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|----|---|----------------------|
| 01 | The four-stage flow: Discover · Diagnose · Demonstrate · Decide | masterclass · 18 min |
| 02 | The pre-meeting brief that wins before you knock | reading · 12 min |
| 03 | Scenario: The vendor wants more | scenario · 10 min |
| 04 | Knowledge check: Listing essentials | quiz · 8 min |
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IV. 04 · Holding your fee

4 LESSONS

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|----|--|----------------------|
| 01 | The anatomy of your fee | masterclass · 13 min |
| 02 | Twelve alternatives to a fee discount | reading · 12 min |
| 03 | Scenario: 'Can you shave 0.5% off your fee?' | scenario · 8 min |
| 04 | Knowledge check: Fee | quiz · 6 min |
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V. 05 · Vendor-paid campaigns

4 LESSONS

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|----|--|----------------------|
| 01 | Matching channel mix to property tier | reading · 15 min |
| 02 | Briefing the photographer for hero shots | masterclass · 10 min |
| 03 | The vendor-paid marketing conversation | reading · 12 min |
| 04 | Knowledge check | quiz · 8 min |
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VI. 06 · The five-step negotiation

4 LESSONS

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|----|--|----------------------|
| 01 | The five-step framework: Anchor · Probe · Bridge · Trade · Close | masterclass · 17 min |
| 02 | Buyer psychology: loss aversion at the price point | reading · 14 min |
| 03 | Scenario: Managing a multi-offer situation ethically | scenario · 12 min |
| 04 | Knowledge check: Negotiation | quiz · 8 min |
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VII. 07 · Contracts without fear

3 LESSONS

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|----|---|----------------------|
| 01 | Section 32 (VIC) / Contract for Sale (NSW) — a plain-English tour | reading · 18 min |
| 02 | Special conditions: finance, building, subject-to-sale | masterclass · 12 min |
| 03 | Knowledge check | quiz · 6 min |
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VIII. 08 · Post-sale — the referral engine

3 LESSONS

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|----|---|----------------------|
| 01 | The settlement-week script | masterclass · 10 min |
| 02 | The annual appraisal that keeps you top of mind | reading · 12 min |
| 03 | Knowledge check | quiz · 6 min |
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IX. 09 · Running yourself like a business

3 LESSONS

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|----|------------------------------|----------------------|
| 01 | Your personal P&L | reading · 13 min |
| 02 | Time-blocking the ideal week | masterclass · 11 min |
| 03 | Knowledge check | quiz · 6 min |
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X. 10 · Vendor management through a falling market

6 LESSONS

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|----|---|----------------------|
| 01 | Reading the shift before the vendor does | masterclass · 13 min |
| 02 | The price reduction conversation — structure and script | masterclass · 15 min |
| 03 | Building the evidence pack that pre-empts the objection | reading · 14 min |
| 04 | The weekly vendor report that pre-frames every adjustment | masterclass · 12 min |
| 05 | Withdrawal versus re-launch — the six-week decision | scenario · 10 min |

11. 11 · Multi-offer, best-and-final and negotiating against a buyer's agent

6 LESSONS

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|----|---|----------------------|
| 01 | Running a multi-offer process — the general shape, state by state | reading · 14 min |
| 02 | Written offer protocols that protect everyone | masterclass · 13 min |
| 03 | Fairness and misleading-conduct risk in competitive scenarios | masterclass · 13 min |
| 04 | Holding a price against a professional buyer's agent | scenario · 11 min |
| 05 | Reading a buyer's agent's tells and true ceiling | masterclass · 12 min |
| 06 | Knowledge check: Multi-offer and buyer's agent negotiation | quiz · 8 min |

12. 12 · Database re-activation, repeat business and prestige listings

6 LESSONS

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|----|---|----------------------|
| 01 | Database re-activation at scale | masterclass · 14 min |
| 02 | Turning repeat and referral business into a predictable pipeline | masterclass · 13 min |
| 03 | Prestige and luxury listings — discretion as a marketing strategy | reading · 14 min |
| 04 | Longer campaign arcs and patience in the prestige segment | masterclass · 12 min |
| 05 | Briefing a prestige vendor on a discreet campaign | scenario · 10 min |
| 06 | Knowledge check: Database, referral and prestige listings | quiz · 4 min |

Important — non-accredited training

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