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**Real Estate Practice - Part 2**

**Working With Sellers**

**Program Offered by the Nebraska Real Estate Commission**

**Program Presented by**:

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Nebraska Real Estate Commission

www.nrec.nebraska.gov

**Sources**

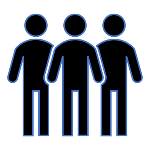
* https://www.adwerx.com/blog/184-things-real-estate-agents-do/
* https://nrec.nebraska.gov/legal/article24toc.html - Agency Relationships - NREC
* https://nrec.nebraska.gov/additional-links/faqlicensees.html

**Session Objectives: Upon completion of the course, participant will be able to:**

1. Fully outline the aspects of when confidentiality is handled from a client’s perspective and within the parameters of what Nebraska law requires for disclosure of adverse material facts.
2. Design and implement a methodical system when working with Sellers that incorporates advocacy, communication, marketing, pricing competency, negotiation and transactional administrative tasks.
3. Conduct a thorough and informative listing appointment interview that fully informs the public of the legal restrictions that dictate Agent activity and communication specifically related to Fair Housing, Anti-Trust and Agency representation.
4. Handle listing issues in an informed, competent manner, keeping the Seller’s interests at the center of any conflict resolution processes.
5. Develop consistent process of pre and post appointment steps to ensure a smooth transactional flow.
6. Identify clauses in the Exclusive Right to Sell Listing Agreement and explain the ramification of the clauses from the point of view of the Seller.

**Confidentiality and Disclosure**

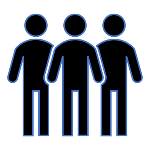
* Disclosure extends to material facts known by the Agent and not otherwise disclosed, or readily apparent or discoverable by another party.
* Best practice – don’t discuss anything related to the client to anyone other than the client or the Designated Broker.
* It is imperative that an Agent knows what information can’t legally be withheld from other parties in a transaction. Typically, brokerages will error on the side of disclosure.
* An adverse material fact is any information that could substantially affect a Buyer’s decision to buy or not buy the property.

 **Disclosure**

What are material facts you feel should be disclosed in a real estate transaction from a selling point of view?

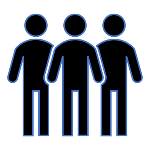
What about Buyer information that would fall under a material fact – such as the fact that they can’t get a loan with one lender and are planning on trying another company?

* + When representing Sellers, Agent must keep confidential (unless given written permission to reveal or it’s mandated by law or could place the Agent in a position to commitment fraud or misrepresentation) the following:
    - Price a Seller is willing to accept other than what the listed amount reflects. Example: Never say “The Seller’s bottom line here…” unless the Agent has written permission to reveal that number.
  + Motivation for selling.
  + Terms or conditions of a transaction.
  + The Seller’s financial information, except the Seller’s ability to sell is considered a material fact.
  + Get written instructions on how to handle “shopping” an offer.
  + Anything that could harm, if revealed, the Seller’s negotiation position in the transaction.
  + Get your company policy on revealing information on a “closed transaction” to appraisers or other third parties. Often written permission is secured upon listing the property.
  + When representing Buyers, Agents must keep confidential (unless given written permission to reveal or it’s mandated by law or could place the Agent in a position to commitment fraud or misrepresentation) the following:
  + Price a Buyer is willing to pay other than what the offer amount stipulates. Example: Never say “The Buyer probably pay more, just counter!” unless the Agent has written permission to negotiate in this manner.
* Motivation for Buyer.
  + Terms or conditions of a transaction.
  + The Buyer’s financial information, except the Buyer’s ability to buy or lease when they are considered a material fact.
  + Anything that could harm, if revealed, the Buyer’s negotiation position in the transaction. Example: Never say, “This is the only property both the husband and wife could agree to!”
  + Get written instructions on how to handle delivery of an offer and how to prevent possible “shopping” of the offer by the Seller’s Agent.
* Review company policy on revealing information on a “closed transaction” to appraisers or other third parties. Get written permission from the Buyer in the Buyer Representation Agreement. This includes revealing the Buyer’s success in moving to a new property address in a newsletter or social media.

 **Sex Offender Quandary**

After completing the listing paperwork, the Seller shares with the Listing Agent that a registered sex offender who assaulted small children lives two doors down. The man served his time, and stays to himself, but it is the main reason for them selling the property. They ask that Listing Agent not to reveal this information to any possible Buyers.

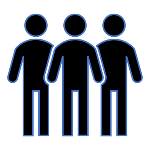
How would you handle this situation?

 **Hidden Estimate**

Agent meets with a Seller, reviews the comparable market analysis on a property based upon “average condition”. Seller indicates on the property condition disclosure form that the roof is old, but no issues. After establishing a move in ready pricing and completing the listing paperwork, the Seller shares with the Listing Agent two different bids on the roof because it is a 15-year-old asphalt shingle roof. One bid outlines partial repair of only a portion of compromised shingles and the other strongly indicates a full roof replacement. The Seller requests that only the partial repair bid be shown to potential Buyers because they don’t want a low-ball offer.

How would you handle this situation?

* + Disclosures psychological stigma are not considered materials facts under Nebraska Statute 9https://nebraskalegislature.gov/laws/statutes.php?statute=76-2417) which outlines what an adverse material fact consists of.
    - HOWEVER – there is still the possibility of civil liability in these instances. Agent should discuss the possibility of liability with the client Seller, and possibly discuss with an attorney as well (both client and Agent). Case law is not settled on the issue of civil liability if major psychological impact is not disclosed.
  + Typical stigmas include:
    - The fact or suspicion that the real property or a neighboring property was the site of a death by violent crime, by suicide or by any other manner.
    - The fact that the property has had “reported” phantasmal or paranormal activity.
    - The fact or suspicion that the real property or a neighboring property was the site of a crime, political activity, religious activity or any other act or occurrence that does not adversely affect the physical condition of or title to real property.
    - The fact or suspicion that a registered sex offender resides in the area.

**Friendly Haunt**

Agent lists a property with a couple after an animated discussion regarding the quirks of their home. Some of the quirks include doors opening by themselves, lights turning on and off in rooms and the master bed shakes at night as if someone is trying to wake them up. They feel it is very comforting to have “entities” in the home, but they don’t want the Agent to share this information with anyone. They feel it will compromise the pricing established in the listing contract.

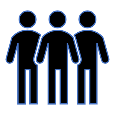
How would you handle this situation?

If the decision is not to disclose the quirks, and you are in a Dual Agency situation and your Buyer expresses interest in the property, what do you reveal, if anything?

Does that decision change if the Buyer informed you up front that an adverse material fact for them is that they could never live in a house that is haunted? How is this situation handled?

* + Email confirmation of disclosure discussions is very effective documentation to have on hand in case any decisions based on disclosure arise.
    - Clarify the matter discussed.
    - Significance of disclosure emphasized with the client.
    - Outline Seller instructions and Agent actions.
    - Restate that Seller must keep Agent informed.
  + Transparency and disclosure are the key - information passes from Agent to client and client to Agent.

**Working with Sellers**

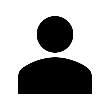
**Consumer Centric – Sellers**

What do Sellers want from a real estate Agent when listing their property?

What do Agents want from the Sellers when listing a property?

**Seller Expectations of their Agent**

* Be an Advocate on the Seller’s Behalf
  + Honest input for decision making.
  + Critical eye and compassionate discussions regarding staging of the property.
  + Assisting the Seller in clearing Title issues, as needed.
  + Never loses track of the big picture which is to establish a career of competency, high level customer service and exceptional results for their clients.
  + Guardian of home equity – negotiating ability to ensure Seller gets an acceptable price.
* Communication Skills – Verbal and Written
  + Explains terms and conditions as well as the process in layman terms.
  + Take time to get agreed upon level of communication before, during and after the transaction closes.
  + Establishes communication pipeline with Seller for continual updates on property sale status to include market statistics updates, showing feedback, advertising text and any other agreed upon topics.
  + Recognizes that sometimes things go wrong and does everything in his/her power to correct the issue.
  + Is a master of conflict management – works to build excellent relationships and deals with others respectfully.
* Educated and Lifelong Learner
  + Contract knowledge and ability to translate terms and conditions so Seller understands consequences of what they agree to.
  + Technological knowledge of software that enhance the flow of the transaction.
  + Invests in his/her career and appropriately prices listings to ensure an acceptable offer is received for sale of a property.
  + Keeps current through real estate education and attending conventions.
* Marketing Strategies – Innovative and Compelling
  + A marketing strategy based upon experience and knowledge of the marketplace.
  + Be innovative in marketing the property beyond putting a sign in the yard and putting it into the MLS.
  + Understands the power of excellent imagery - takes photographs that present the property in the best light and utilizes virtual tours or video for online marketing.
  + Markets the property appropriately for the price range, taking into consideration the local area beyond the internet and MLS, expanding into regional or national publications as needed.
  + Competent in the use of FaceBook®, Google+, Pinterest and other platforms to spread the word.
  + Markets to other real estate Licensees as soon as the property is listed to generate immediate interest.
* Pricing Competency Based Upon Experience and Current Market Data
  + Expert pricing capabilities – knows statistics, appraisal and other elements to arrive at a competitive market price that entice Buyer offers.
  + Successful closing ratio.
  + Provide comparables used for the original pricing of the property for the appraiser when requested. Secures written permission from the Seller prior to release the data.
* Real Estate Business Acumen
  + Provides Vendor resources for financing, inspections, moving with proper disclaimers.
  + Works with Pre-Approved Buyers – those qualified to purchase the property.
  + Negotiates with integrity – keeps Sellers at the center of all decision making. Makes decisions that are for the Sellers’ best interests, not simply focusing on decisions that improve the Agent’s financial situation.
  + Attends inspections and appraisal appointments taking place in the property – not actively interfering with the activities, but on site to protect the Sellers’ interests.
* Reputation of Integrity and Accountability
  + Takes responsibility for decision implementation and results.
  + Has a respected reputation with other Licensees and community.
  + Agent lives up to their personal brand.
* Transactional Administrative Skills
  + Responsible for making the transaction flow smoothly.
  + Utilizes a step by step outline of the transactional process and provides copies to the Sellers.
  + Ensures all details are attended to for an efficient closing.
  + Effectively works with cooperative Agents and in-house teams to ensure a smooth transaction.
  + Monitors contingency dates and tasks closely to ensure an on time transactional closing.
  + Is a master of time management – never wastes their client’s time.

Based upon what you have learned about Seller’s expectations, write down 7 areas of concentration, insight, needed education, or focus you should incorporate into your business plan.

# **Prospecting Portfolio – Value Added for Sellers**

# Develop resource materials for the Seller that incorporate valuable information Sellers need to complete a real estate transaction.

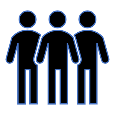
* + Packing and Moving guides
  + List of vendors for property repairs
  + List of tasks to be completed before the closing
  + Overview of how the Multiple Listing Service works
  + Benefits of working with an Agent
  + Staging information
  + Market overview of neighborhood in six months
  + Consider directing Sellers to useful websites like: [https://www.hgtv.com/design/real-estate/real-estate-survival-guide-Sellers-checklist](https://www.hgtv.com/design/real-estate/real-estate-survival-guide-sellers-checklist)
  + Design a personalized website that fits Agent’s brand and is in alignment with the brokerage brand. Obtain written approval from Designated Broker.

**Pre-Appointment Steps**

* Invests in the initial telephone call or face to face meeting with a walk-in customer, obtain an appointment for the formal listing overview and gather data on the property in order to prepare a comparative market analysis (CMA) prior to the meeting.
  + The CMA will provide an idea of value.
  + When touring the property at the appointment, condition will determine where it fits with other comparable properties.
* Send a confirmation text or email for the appointment time with Sellers.
* Confirm ownership, deed type, legal description and lot size from assessor records.
* Prepare interview form and listing packet to be retained by the Sellers.
* Prepare a blank folder of listing forms to be signed or have ready to complete on laptop or tablet.
* Check on school district for property, if applicable or other commercial related information that will assist in pricing and marketing.

**Seller Pattern Interview Process**

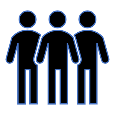
* Design a process or system to follow when conducting a Seller interview. Act as the real estate advisor; how the Agent handles this interaction will ultimately impact the long-term endurance of their career.
* The first in-depth meeting with a potential client presents the first opportunity to practice excellent risk management techniques which includes agency disclosure and expectations of representation.
* The goal of a formal interview process is to provide the customer/client with the laws and rules that dictate the Agent’s behavior and level of communication and establish clear understanding of how the real estate search and subsequent purchase will proceed.
* The order in which topics are introduced should begin with the laws that govern the Agent’s interaction and then move to the specifics regarding the real estate listing process. In this manner, the Agent works to prevent a customer/client legal exposure inadvertently.
* Initial interview steps to reduce liability should be incorporated in the conversation at the very beginning:
  + Introduce Fair Housing to the potential client as soon as reasonably possible when meeting them formally to review real estate wants and needs.
    - Explain how Fair Housing guidelines weaves into the home selling and home buying process. Clarify the questions a Licensee can NOT answer during the property sale and purchase process relating to any of the protected classes.
    - Emphasize that the ongoing relationship will adhere to Fair Housing guidelines throughout the entire transaction.
  + Review agency representation options and explain Limited Dual Agency.
  + Outline how confidentiality works as dictated by company policy and agency selection.
  + Discuss briefly how Agent must follow Antitrust guidelines when discussing pricing and any other competitive information relating to other Licensees or brokerages.
  + Provide a brief, yet detailed overview of the brokerage and /or Agent achievements in real estate to establish competency.
* Conversation should be balanced where Agent speaks 20% of the time and prospect 80%. Ask open questions and clarify answers as the interview proceeds.
* Gather information from the Seller/Buyer specifics relating to physical property characteristics, community needs, finance requirements, geographic preferences and special needs.
* Seek advice from attorneys or experts when you don’t know answers, or the process involved.

**Seller Interview “Open” Questions**

The first step in an interview is to disclose agency to the customer and discuss about revealing confidential information before Seller representation is agreed upon.

Open questions are designed to gather information without “guiding” responses from the person being interviewed. Your interviews should always begin with open questions to establish rapport and set the tone for interaction.

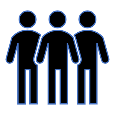
In your group, write down as many “Open ended” Seller questions you can think of that you feel are important and should be answered during the listing appointment. (Questions should begin with the words what, where, why, why, and how.)

**Seller Interview “Closed” Questions**

Closed questions are designed to confirm or clarify information that you have already learned. These types of questions are used typically at the end of an interview.

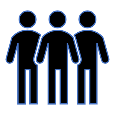
In your group, write down as many “Closed” Seller questions you can think of that you feel are important and should be answered during the listing appointment. (Questions should begin with the words what, where, why, why, and how.)

* During the interview, patterned questions and discussion could be geared to addressing the following:
  + What is the Seller’s motivation to sell?
  + What are the Seller’s goals in selling?
    - Would remodeling be more prudent than selling?
    - Should renting the property be considered?
  + Are the Sellers financially able to afford using a real estate professional? If not, is the Agent prepared to give them advice on selling on their own?
  + What does the Seller know about the local housing market?
  + Review the cost of selling, including possibility of Seller incentives – are pre-payment penalties in place for an existing mortgage?
  + Evaluate need for maintenance projects and estimated costs.
  + Determine if a “pre” home inspection is called for
  + Review title issues if any – or life estates.
  + Discuss whether the Agent can assist them in locating new housing. If yes, after the listing, begin the Buyer Pattern Interview process.
  + What is the main reason they purchased the property in the first place? This is often the main “selling” point for future Buyers.
  + What are concerns the Seller has about the property? These will surface as possible issues for a future Buyer.
  + Establish realistic pricing based upon market data, Seller timing and other issues revealed in the interview.
  + Review marketing plan for the property – include visuals if possible.
    - Social Media
    - Online listing services – such as MLS and Zillow
    - Brochures
    - On site materials
    - Newspaper or magazine listing examples
    - Exterior flyers
    - Open house for general public
    - Open house for other Licensees
* Confirm access protocol, lock box use and security system access. Make sure the showing instructions are as clear as possible.
* Have the Listing Agreement signed, Property Condition Report completed in full and any other disclosures or Home Warranty forms processed.

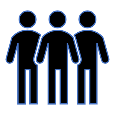
**Exclusive Right to Sell Listing Completion Exercise**

In the Addendum, review the Exclusive Right to Sell Listing Agreement and answer the following questions:

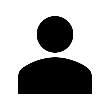
1. How are the Seller(s) names written on a Listing Agreement?
2. Are you required to write “husband and wife” or “a single person” after their name?
3. Is it permissible to have only one party of a married couple sign the listing agreement and then proceed to market the property?
4. Is the property address same as the legal description?
5. Where do you get the legal description? Is it acceptable to write “per abstract” in the legal description?
6. What time of day does the Listing Agreement terminate? Is it reflected on the agreement?
7. Under Price and Terms, what would qualify as a term?
8. Must the exclusions on the Listing Agreement match what is listed as excluded on the Property Condition Report?
9. What happens if an offer is received and the exclusion is not written into the offer which is then accepted by both parties?

**Exclusive Right to Sell Listing Completion Exercise**

1. Do Nebraska lenders want to see personal items included on the Listing Agreement?
2. Does your company have a personal property bill of lading to keep the agreement separate?
3. Do you itemize items that do stay with the property; Whirlpool Stainless Steel refrigerator, etc.?
4. Possession Date – is the Buyer allowed to take possession of a property prior to the date listed on the agreement?
5. Is the Listing Agent required to breakdown the commission by stating what will be paid to a Buyer’s Agent?
6. Does the transaction have to close in order to be due a commission if none of the other conditions are applicable? For example, if a full price cash offer is rejected by the Seller, is the commission deemed “earned”?
7. If equipment fails during the listing and the property comes under disrepair, can the Broker/Listing Agent cancel the listing?
8. May a Seller refuse to have a real estate sign in the yard or lockbox installed? Where is that indicated in the Listing Agreement? (22)

**Exclusive Right to Sell Listing Completion Exercise**

1. If a Seller is in financial straits and might consider foreclosure, may the Listing Agent reveal this to potential Buyers? Where in the agreement would that apply? (25)
2. Does the Seller have the right to cancel the Listing Agreement?
3. Does the Agent/Broker have the right to cancel the Listing Agreement for any reason other than title issues?
4. Who signs the Listing Agreement?
5. Is the Designated Broker required to sign the Listing Agreement prior to placing a sign in the yard, uploading it to the MLS and any marketing?
6. How is Limited Dual Agency permission obtained for the listing?

**Complete a Listing Contract**

**Seller Information**

Seller Name: Mr. and Mrs. Everette Miller

NOTE: Elderly couple for whom the Agent has been caretaking for over the last five years. Issues relating to Alzheimer’s with the husband.

Seller Address: 123 Maple Street, Huskers, NE 68502

Property Legal Description: Lot 7, Block 20, Fan Central Manor Section 8, according to the plat thereof, as recorded in Plat Book 65, at Page 117 of the Public Records of Football County, Nebraska

Seller Price Wish: $250,000 Agent CMA Actual: $230,000

Financing Accepted by Seller: No FHA or VA will be accepted by Seller

Seller Wish for Listing Term: 3 months

Commission Willing to Pay: 15% to Listing Agent only.

Sign in yard: Yes

Allow Internet Marketing: Yes – only by the Agent

Allow on the MLS: Doesn’t want anyone other than the Agent to sell property

Needs to be discussed

Allow Dual Agency: Yes

What questions need to be answered before the listing paperwork can be finalized?

What liabilities can exist if an Agent has a personal relationship with the Sellers?

What issues do you see in the information provided above that will need to be resolved

before finalizing the listing?

* Upon signing of the listing Agreement, begin the education process of how the transaction will flow. At this point, the Agent is representing the Seller. If Dual Agency comes into play, the Sellers need to feel secure on how to proceed as the Agent will be restricted in what they can and can’t do:
  + Secure a copy of a completed Seller Property Condition Disclosure Statement for pre-occupied (not required for new construction) residential properties <https://nrec.nebraska.gov/pdf/forms/SPCD.pdf>
  + Compile information for the MLS data sheet and marketing campaign - Follow MLS policies and brokerage policies on measuring interior rooms on residential, commercial and multifamily.
  + Obtain supporting documentation as outlined in brokerage policy such as surveys, divorce decrees, power of attorney, easements, house plans, plat maps, Home Association By-Laws, security systems, etc.
  + Secure copies of any previous appraisals or inspections, if completed in the last year for information purposes only.
  + Secure copies of any repair receipts if relevant to a future Buyer.
  + Provide an online overview of an MLS listing and how it works when an Agent sets up search criteria.
  + Confirm showing instructions to be placed on the Multiple Listing Service.
  + Process brokerage forms necessary to verify loan information, Home Association fees, utilities, etc.
  + For commercial properties, obtain documentation that verifies rents, deposits, utilities, access and confirms showing requirements.
  + Take photos and prepare videos as desired.
  + Review the following and answer questions as they arise:
    - Sample Real Estate Purchase Agreement and discuss terms and conditions and how counteroffers work.
    - Digital signing software and how it works.
    - Sample of a home inspection.
    - Sample Pre-approval letter.
    - Discuss what the Dual Agent can and can’t do during offer presentation.
    - Educate Sellers on privacy concerns, and the possibility of pictures being taken and distributed after showings-advise they may want to remove anything they have privacy concerns about, i.e. a computer password sitting on a desk, valuable paintings, etc.
    - Educate the Sellers on how to evaluate an offer when it does come in so they can respond if the Licensee is operating as a Dual Agent for the offer presentation.

**After the Listing Appointment**

* Establish what tasks the Sellers are to complete and follow up with a confirmation email or letter. Set reasonable deadlines - emphasizing that condition impact the types of offers received.
* Complete an estimate of Seller’s closing cost
  + https://sos.nebraska.gov/rules-and-regs/regsearch/Rules/Real\_Estate\_Commission/Title-299/Chapter-5.pdf 003.10 & 003.11
* Complete in-house data entry into Multiple Listing Database, social media campaigns, compliance reporting, etc.
* Monitor Seller progress in completing tasks such as providing necessary follow-up paperwork and completing commitments agreed upon at listing.
* Provide Seller with all forms signed as soon as possible. The client should be able to download all forms they sign immediately. If not digitally signed, they must get copies to the client as soon as possible if there aren’t carbon copies.
* If part of the marketing plan, create “Just Listed” flyers or postcards and distribute.
* Create on-site material for placement in the property to be viewed by Buyers during their showing.
* Submit ads per marketing plan and Designated Broker approval.
* Make calls to Buyers who are a match for the listing and contact cooperative Licensees who may have prospects for the listing.
* Provide showing feedback and updates to Seller in agreed upon format and timing.

**Closing a Transaction**

**Seller’s Agent Tasks**

* Ensure that all signatures have been procured on the documents.
* Submit all paperwork to Designated Broker, which includes all paperwork necessary for audit compliance.
* Submit earnest money deposit to designated person in the brokerage for deposit into the escrow account or the closing company if the purchase agreement specifically allows the trust account to be bypassed
* Send copies of all signed documents to all parties, including other Agents.
* If a Home Warranty is in place, update the provider with necessary information to complete the application.
* Update the MLS to the proper status of Sale Pending.
* If applicable, send copies of documentation to the title company and/or attorney.
* Continue to present offers if received after acceptance. Manage each individually to establish possible back up offers.
* Follow up with Buyer’s Agent on inspection schedule and clear with Sellers.
* Follow up with mortgage company, if permitted, on mortgage progress and clear to close.
* Watch contingency deadlines outlined in the contract and follow up with necessary parties as needed.
* Order septic and well inspections, if applicable. Provide results to Buyer’s Agent with Seller’s written permission.
* Attend inspections and appraisal appointments.
  + Check with the Designated Broker to determine with this is recommended in their Policy and Procedures for the brokerage.
* Assist Sellers in contacting vendors to handle any inspection repair requests.
* Update internal operational software of client status and update internal checklists as needed for monitoring the contract tasks.
* Schedule closing for the Sellers with attorney or Title Company representative.
* Assist Sellers in resolving any title issues.
* Follow up on final walk through of the property by the Buyers and work with Sellers to handle any issues that might arise.
* Confirm title insurance commitment.
* Review HUD – 1, confirming Seller commission and Buyer concessions and verify closing figures.
* Review all closing documents with closing Agent and/or attorney, as needed.
* You may want to to Present Sellers with a closing gift.
* Secure new contact information for both Buyers and Sellers for future follow up.
* If applicable, work with Sellers on next property purchase.
* Update internal contact management files, and update transaction checklists as needed.
* Connect with Sellers two weeks and then six weeks after the move to ensure no issues.
* Handle conflicts, if any as they arise promptly and professionally.

**Appendix**

**Session Evaluation**

Session Title: Real Estate Practice – Part 2 Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Presenter:

1. How did you find out about this program? (Select all that apply)

\_\_\_ Calendar handout \_\_\_ College Bulletin \_\_\_ E-Mail \_\_\_ Fax

\_\_\_ Internet \_\_\_ Mail \_\_\_ MLS \_\_\_ Newsletter

\_\_\_ Word of mouth \_\_\_ Workplace \_\_\_ Other

**Session Evaluation Very**

**Excellent Good Good Fair Poor**

1. Session content (worth time and money invested) 5 4 3 2 1
2. Contribution to overall career knowledge 5 4 3 2 1
3. Likelihood of actual use of session material 5 4 3 2 1

**Presenter Evaluation**

1. Demonstrated material and subject knowledge 5 4 3 2 1
2. Use of visual aids and technology 5 4 3 2 1
3. Encouraged student involvement & participation 5 4 3 2 1
4. Handout organization & ease of use 5 4 3 2 1
5. Handling of student questions & feedback 5 4 3 2 1
6. Overall presentation style 5 4 3 2 1
7. What could be done to improve the session? (Please use the back if you need more room)

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1. If you felt the session was worthwhile and beneficial, please write down your comments for the meeting planner. (Please use the back if you need more room).

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***I hereby give \_\_\_\_\_\_\_\_\_\_\_\_ permission to use my comments in her advertising efforts utilizing any and all media (i.e., internet, newspaper, radio, brochures, etc.)***

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Sign Name Date Print Name