



19210 S. Vermont Avenue, Building A, Suite 100  
 Gardena, CA 90248  
 Phone: (310) 538-0233  
 www.irwaonline.org

## Course 201: Communications in Real Estate Acquisition January 12-14, 2021 Minneapolis, MN



### Course 201: Communications in Real Estate Acquisition

**Course Description:**

Utilizing self-learning exercises, role-playing and simulations of actual acquisition interviews, this course helps to instill confidence in participants and to enhance their communication/negotiation skills. Participants are given the opportunity for extensive individual participation, and are encouraged to experiment with the practical application of communication concepts and skills presented and discussed. Following the self-learning exercises and role-playing sessions, participants receive feedback regarding what they are doing effectively, as well as the areas in which they are in need of improvement.

The acquisition interview is presented in a step-by-step approach: how to start, how to develop trust, how to handle problems and objections, and how to close. Using video cameras, participants can then practice these steps by taking part in simulations of actual acquisition interviews. These video demonstrations are then replayed, enabling participants to see themselves “in action”.

PLEASE NOTE: Each participant is required to bring an example of an actual acquisition case that has already been conducted or will soon be conducted. This case is needed on the first day of class.

**Topics:**

- Introduction to communications, effective communications, interpersonal relations
- Barriers to acquisition, professional/owner communication, motivation, psychology of persuasion, ethics of persuasion
- Introduction to role-playing; sequential approach to the acquisition interview; video tape interview; simulation interview; group feedback and critical analysis
- The art of listening & questioning; self-analysis inventory; critical listening; empathic listening; probe techniques

**Course Level:**

Intermediate

**Course Tuition Includes:**

Participant Manual

**Recommended Materials:**

Successful Communication and Negotiation (optional purchase from [www.irwapublications.org](http://www.irwapublications.org))

**Who Should Take This Course:**

This course is intended for right of way professionals who wish to use practical/actual information and role-play of actual acquisition interviews to enhance their communication and negotiation skills.

\_\_\_\_\_  
 Last Name First Name  
 \_\_\_\_\_  
 Title  
 \_\_\_\_\_  
 Company Name  
 \_\_\_\_\_  
 Address  
 \_\_\_\_\_  
 City, State, Zip/Postal Code

If payment includes the fees for registrants other than yourself, check here:   
 (Please submit names of other registrants on a separate paper along with this form)  
 Will you also be attending?  Yes  No

(\_\_\_\_)\_\_\_\_-\_\_\_\_  Yes  No  
 Phone Member Member ID Number  
 \_\_\_\_\_  
 Email Address

Member Tuition	Non-Member Tuition	Total Tuition Amount	Total Member Registrants: _____
\$565.00	\$710.00	_____	Total Non-Member Registrants: _____

PRINT NAME AS IT APPEARS ON CARD: \_\_\_\_\_ 3-DIGIT CVV: \_\_\_\_\_

AMEX  MC  VISA  Card #: \_\_\_\_\_ EXP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_ Amount to be Charged: \_\_\_\_\_

**Course 201: Communications in Real Estate Acquisition January 12-14, 2021 Minneapolis, MN**

Sponsor: IRWA Chapter 20

**Class Location:**  
 WSB University Training Room  
 700 Xania Ave South, Suite 200  
 Minneapolis, MN 55416  
 Time: 8am - 5pm

**To Register:**  
 Online: [www.irwaonline.org](http://www.irwaonline.org)  
 Fax: (310) 538-1471  
 Phone: (310) 538-0233, x138  
 Email: [koonce@irwaonline.org](mailto:koonce@irwaonline.org)

**Course Coordinator:**  
 Shawn Zepper, RWA  
 Phone: (763) 278-5943  
 Email: [shawnzepper@hdrinc.com](mailto:shawnzepper@hdrinc.com)

**Course Instructor:**  
 Penny Rolf – SR/WA, R/W-RAC, R/W-NAC(AE) is a CLIMB Certified Instructor in multiple 200 and 500 series courses and has been a member of the IRWA since 2006. She is the Director of Right of Way at WSB in Minneapolis, MN. Penny has 26 years of experience in real estate with the past 19 years exclusively devoted to providing acquisition and relocation services. She has provided commercial relocations ranging from small offices to large industrial factories for counties and cities in Minnesota and North Dakota as well as the Metropolitan Council, MnDOT and WisDOT. Penny holds a Broker's license in Minnesota, North Dakota and South Dakota.

**Cancellation Policy:** All classes scheduled by IRWA are subject to cancellation. All class registrants must contact the Course Coordinator prior to making travel arrangements, keeping in mind that the class may be cancelled at any time (for reasons including, but not limited to, insufficient registration, Instructor emergencies or other issues beyond the control of the chapter and/or IRWA). Fully liquidated damages for any losses incurred by a class registrant are limited solely to a refund of the registrant's prepaid class tuition. IRWA and its chapters assume no other registrant liability resulting from class cancellation.

**Tuition Refund Policy:** Written notification of intent to cancel registration must be received via email by both the Course Coordinator and IRWA Headquarters Education Staff ([education@irwaonline.org](mailto:education@irwaonline.org)) prior to the class start date in order to be eligible for a tuition refund. A full tuition refund will be issued if notice is received 15 days or more prior to the class start date; a 75% refund will be issued if notice is received less than 15 days prior to the class start date, and no refund will be issued for notice received on or after the class start date.