CONCEPT

Real Estate Sales and Property Brokerage: Prospecting, Listings, Viewings and Closing

1 – 5 August 2027
Riyadh - KAFD district five-star



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Ref: 603_17885 **Date:** 1 – 5 August 2027 **Location:** Riyadh - KAFD district five-star **Fees:** 20000 SAR

Introduction:

Real estate sales and property brokerage teams lose deals in predictable places: listings priced on the owner's hope rather than comparables, buyers shown units before their budget and motive are known, viewings that tour rooms instead of answering needs, off-plan payment plans explained vaguely and pipelines kept in memory rather than a CRM. This Core Concept course gives property sales agents, brokers and developer sales staff a practical method from prospecting and listing to viewing, negotiation and closing. Participants finish with a Listing-to-Close Sales Plan and a role-played viewing for a case property.

Course Objectives:

- Segment the property market and identify buyer and seller types, motives and sales cycles for residential, commercial and off-plan stock
- Generate and convert leads through a prospecting plan, digital listings and social selling routines tracked in an agent CRM pipeline
- Deliver listing presentations that set a defensible asking price range from a comparables overview
- Qualify buyers, discover their needs and run property viewings and site visits that move them towards an offer
- Explain off-plan sales steps and payment plans, handle objections and negotiate offers to a close through a clear documentation flow
- Apply professional ethics and disclosure duties and prepare a Listing-to-Close Sales Plan for a case property

Target Audience:

- Property sales agents who list, market and sell residential and commercial units on behalf of owners
- Brokers who represent buyers or sellers, manage agency terms and negotiate transactions to completion
- Developer sales staff who sell off-plan and completed units from sales centres and show units
- Senior agents who coach newer colleagues on viewings, follow-up and conversion
- Brokerage business development staff who generate owner, investor and referral leads
- Leasing and property marketing staff moving into property sales roles

Course Outline:

Day 1: Real Estate Sales Foundations, Market Segments and Buyer Types

- Residential, Commercial and Off-Plan Market Segments and Their Sales Cycles
- Buyer and Seller Personas: End-Users, Investors, Upgraders and First-Time Purchasers
- Agent, Broker and Developer Sales Roles, Agency Relationships and Commission Models
- Property Sales Funnel Stages from First Enquiry to Key Handover
- Personal Sales Baseline Audit: Active Listings, Conversion Ratios and Pipeline Value

Day 2: Prospecting, Digital Listings and Pricing with Comparables

- Prospecting Plan: Farm Areas, Referral Networks, Open Houses and Owner Outreach Scripts
- Digital Listing Build: Listing Copy, Photography, Floor Plans and Virtual Tours
- Social Selling Routine: Content Calendar, Short Video Tours and Enquiry Response Times
- Listing Presentation Structure: Seller Motives, Marketing Proposal and Agency Terms
- Comparables Overview: Sales Comparison Grid, Adjustments and Asking Price Range

Day 3: Buyer Qualification, Viewings and Off-Plan Selling

- Buyer Qualification Framework: Budget, Financing Readiness, Timeline and Decision Makers
- Needs Discovery Question Bank: Lifestyle, Investment Yield and Must-Have Features
- Viewing Route Planning, Feature-Benefit Walkthrough and Post-Viewing Feedback Call
- Off-Plan Sales Process: Reservation, Deposit, Sales Agreement and Construction Milestones
- Off-Plan Payment Plan Explanation: Instalment Schedules, Handover Payment and Buyer Risk Questions

Day 4: Objections, Negotiation, Closing, Ethics and the Agent CRM

- Objection Handling Method for Price, Location, Timing and Delivery Concerns
- Offer and Counter-Offer Negotiation: Anchors, Concession Planning and Walk-Away Points
- Closing and Documentation Flow Overview: Offer Letter, Deposit Receipt, Checks and Transfer
- Professional Ethics and Disclosure: Agency Relationship, Conflicts of Interest and Material Facts
- Agent CRM Pipeline: Stage Definitions, Follow-Up Cadence and Weekly Conversion Review

Day 5: Role-Play: Listing-to-Close Sales Plan for a Case Property

- Case Property Data Pack: Villa Resale and Off-Plan Apartment Launch
- Listing Presentation Role-Play with a Seller Price Expectation Challenge
- Role-Played Viewing with Live Buyer Qualification and Objection Handling
- Negotiation Round: Offer, Counter-Offer and Payment Plan Terms Agreement
- Listing-to-Close Sales Plan Drafting, Pipeline Forecast and Peer Feedback

Skills You Will Gain:

- Property Prospecting
- Listing Presentation Delivery
- Comparables-Based Price Guidance
- Buyer Qualification
- Viewing and Site Visit Management
- Off-Plan Payment Plan Explanation
- Real Estate Negotiation
- Agent Pipeline Discipline

Why Attend This Course:

- Return with a Listing-to-Close Sales Plan and a rehearsed viewing approach built on a case property
- Win more listings at a realistic price by showing sellers the comparables behind the advice
- Turn viewings and site visits into offers by qualifying buyers before the first appointment
- Compare brokerage and developer sales practice with peers from resale, commercial and off-plan projects

Conclusion:

Property sales are won or lost long before the offer: in how leads are found, how listings are priced and presented, how buyers are qualified and how viewings are run. The course moves from market segments and buyer types, through prospecting, digital listings and comparables, to qualification, viewings and off-plan payment plans, then to objections, negotiation, the closing flow, ethics and the agent CRM. The final day rehearses each step on a case property and produces a Listing-to-Close Sales Plan ready for the next instruction.