

Cruising for Closings:

Listing Presentation + CMA

with Kathy Brothers, Rainmaker of Kathy Brothers Team, KW Innovate

Confidence in pricing creates confidence in you.

Join Kathy Brothers as she breaks down how she approaches the listing presentation conversation, presents pricing with confidence, and uses market data to strengthen her credibility with sellers. Kathy will also dive deep into CMA strategy and how to create pricing presentations that sellers trust.

You'll learn how to:

- Structure a listing presentation that builds trust
- Present pricing with clarity and authority
- Build a CMA that tells a compelling story
- Use data to strengthen your listing presentation



Event Details:

- ▷ Monday, June 8th
- ▷ 12pm-1:30pm
- ▷ Naperville Training Room
OR Hybrid



For every time you attend one of our Cruising for Closings classes (five total) IN PERSON, you will receive one raffle entry to win a HALF-OFF BOLD SCHOLARSHIP for our September BOLD series — A value of approximately \$400! Bring your Cruising for Closings passport to each class and have it stamped by Leadership to receive credit for attendance. More classes attended = More momentum toward more listings, more closings, and maybe even your next BOLD experience.