

# Cruising for Closings:

## Listing Presentation + Listing Lead Gen

*with Wendy Pawlak, Rainmaker of Pawlak Properties, KW Experience*

*A great listing presentation starts long before the appointment.*

Join Wendy Pawlak, Rainmaker of Pawlak Properties and a \$30M+ producer, as she walks through how she **presents herself, communicates value, and wins seller confidence** during the listing presentation process — While also diving into one of the biggest drivers of her business: **Listing lead generation.**

You'll learn how to:

- **Structure a listing presentation** that builds trust
- **Generate** consistent listing opportunities
- **Position yourself** as the obvious choice
- **Create momentum** before the appointment even happens



### Event Details:

- ▷ Tuesday, June 2<sup>nd</sup>
- ▷ 12:30pm-2pm
- ▷ Wheaton 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.\***