

ASTUTE MARKETING Course #2719 2 Hours ECE  
Correspondence Course

## Correspondence Instructions

### Instructions

1. Read the course materials
2. Complete to attached test (Must pass with 70% or better score)
3. Return the **answer sheet AND course evaluation** to:

**AlaskaRealEstateSchool.com**

Attn: Denny Wood

Via toll free FAX 866.659.8458 or

email to [denny@akhomes.com](mailto:denny@akhomes.com) or

Mail to: Denny Wood,

PO Box 241727, Anchorage, AK 99524

4. Your completion certificate will be sent to you via email if no other arrangements have been made.

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1. You can find out more about your potential clients needs with what type of marketing? Pg4
  - a. Niche
  - b. MLS
  - c. Citywide
  - d. Farming
2. When marketing to a familiar niche, what is the weakness
  - a. Not reaching those who are not like you
  - b. Being able to meet everyone in the group
  - c. Large amount of expenditure for the result
  - d. Knowing their needs very well
3. What is not a good reason to "Go Deep" in niche marketing?
  - a. to distinguish yourself from the competition
  - b. People will use your services no matter what
  - c. provide prospects with a compelling reason to choose you
  - d. niche markets are served by many agents
4. Someone who is open to buying or selling is which category of client?
  - a. Category I
  - b. Category II
  - c. Category III
  - d. Category IV
5. What is the most compelling reason a client will choose you?
  - a. Your picture in an ad
  - b. You have a degree
  - c. high degree of commonality with prospects
  - d. You work for a great company
6. To increase clients comfort level ask questions
  - a. About their jobs
  - b. Quickly to cover more ground
  - c. In a conversational manner
  - d. About why they have to move so quickly
7. What is the bare minimum skill level you must possess?
  - a. A license
  - b. Writing ads
  - c. Calling on prospects
  - d. Competence
8. If you do not know whether you are being helpful or intrusive
  - a. Back off totally
  - b. Ask only questions about houses
  - c. Find a different client
  - d. Ask the client

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Student Name \_\_\_\_\_ Lic # \_\_\_\_\_ Date \_\_\_\_\_

1. ☐A ☐B ☐C ☐D

2. ☐A ☐B ☐C ☐D

3. ☐A ☐B ☐C ☐D

4. ☐A ☐B ☐C ☐D

5. ☐A ☐B ☐C ☐D

6. ☐A ☐B ☐C ☐D

7. ☐A ☐B ☐C ☐D

8. ☐A ☐B ☐C ☐D

I have personally taken this quiz. \_\_\_\_\_  
signature

Please return quiz answer sheets to Denny Wood in person,  
or by email to [denny@akhomes.com](mailto:denny@akhomes.com),  
or by TOLL FREE FAX 866.659.8458  
or by mail to:  
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## Course Evaluation

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Instructor Name: **Denny Wood, CRS**

Course	Excellent	Very Good	Good	Poor	Very Poor
1. How relevant was this course to your day-to-day practice of real estate?	5	4	3	2	1
2. How would you rate the quality of the course materials? (organized, up-to-date, and relevant)?	5	4	3	2	1
3. Was the course setting conducive to learning (clean, well-lit, room to write)?	5	4	3	2	1
4. Was the course materials utilized effectively during class time?	5	4	3	2	1
5. What is your overall evaluation of this course?	5	4	3	2	1

Instructor	Excellent	Very Good	Good	Poor	Very Poor
How well did the instructor demonstrate an in-depth knowledge off the course subject	5	4	3	2	1
1. How prepared was the instructor for the course?	5	4	3	2	1
3. How well did the instructor follow the course outline?	5	4	3	2	1
4. Did the instructor actively encourage student participation?	5	4	3	2	1
5. What is your overall evaluation of this instructor?	5	4	3	2	1

Was the class started on time at the beginning of class, after break times, and lunches? Yes ☐ No ☐

Were instructions given regarding the attendance policy, credit, classroom policy and breaks at the beginning of the class ☐ ☐

Comments:

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Signature

License number