

EARNING THE GRI BUILDS CONFIDENCE & NEGOTIATING SAVVY

The Graduate Realtor Institute (GRI) designation stands out as a powerful tool for expanding your capabilities in sales, marketing, business, legal, and other vital professional areas. Laura Falk, co-team lead at Smothers & Falk Realty Group of RE/MAX Advantage Plus in Waconia, earned her GRI in January.

“Our industry is constantly changing. Learning and adapting is key. The more you can learn and absorb, the more you can offer to your clients. I chose the GRI because it presented a well-rounded program. I liked that it provided valuable information on many topics that are relevant in our day to day work as Realtors®,” said Falk.

“I became a better negotiator and developed more confidence as I gained more knowledge,” she said, adding that the mix of subject matter covered in the course—including the sales process, technology, risk management, and professional standards—provided an invaluable professional foundation.

“These courses provided me with value and increased understanding of the real estate profession, which results in a better client experience,” Falk said. “If you want to grow, you need to invest in yourself. Education is important, and the GRI offers a great, well-rounded option.”



Laura Falk, RE/MAX Advantage Plus

Find out more information on the GRI at mnrealtor.com/gri.