



SOUTHLAND REGIONAL
ASSOCIATION OF REALTORS®, INC.

The Coachable Agent: **LIVE ROLE-PLAY TRAINING**

Chana Gedy is the founder of CGRE, a bi-coastal boutique brokerage in Los Angeles known for its concierge-level real estate service, integrity-driven approach, and highly personalized client experience. With a background in the fine arts, she brings creativity, strategy, and a unique perspective to every interaction—making her the perfect coach to guide and inspire others in the industry.



Join us for a live, interactive session designed to sharpen your communication skills, strengthen objection handling, and build confidence in real-world conversations.

Topics Include:

- Expired Listing Scripts
- Just Sold Scripts
- Common Objections & Responses
 - "I have a friend in the business."
 - "We're not selling."
 - "Interest rates are too high."
- And more!

We'll focus on effective delivery, confidence-building, call-to-action strategies, and thinking on your feet. Whether you're new to the business or a seasoned professional, come ready to learn, practice, and be coachable. Scripts provided by the Mike Ferry Organization.



MEMBERS ONLY | FREE



Thursday, July 23, 2026
1:00 PM – 2:30 PM



In-Person SRAR SFV Office
7232 Balboa Blvd. Lake Balboa, CA 91406

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