

# Lakeland Association of REALTORS®

## 2011 Education & Training Schedule



REALTORS®  
who learn more  
are REALTORS®  
who earn more



Lakeland Association of REALTORS, INC.

# 2011 Lakeland Association of REALTORS® Education Calendar\*

## July

July 11: **Personal Assistant** This Virtual classroom course on Personal Assistants? Someone to get the coffee, return the surplus phone calls, and pick up lunch, right? What about helping you with personal errands, or trusting them with legal, financial, or sensitive items? Realtors® who decide to begin interviewing for a Personal Assistant need to understand how that person can and cannot help them according to the law, and this course will help them recognize the policies and procedures surrounding hiring and employing an assistant. Unsure about the difference in duties between a licensed assistant and a non-licensed assistant? Not sure what types of questions you can and cannot ask in an interview? This is the course for any Realtor® facing those questions.

Instructor: FAR CE Express—**ICE Program**  
Time: 1pm—4 pm / \*3 CE Credits  
Cost: \$20\*

July 12: **HAF/MARS Class** Learn about the Home Affordable Foreclosure Alternative Program, along with the MARS (Mortgage Assistance Relief Services Disclosures). Hot topic for Today's Market!

Instructor: Michael Newman, Customer Service Manager  
North American Short Sale Assistant  
Time: 1pm—3pm / non/CE

### July 14: **New Member Mentoring Program I**

**Budgeting/Business Planning:** Class to assist new members with learning to budget their business income and expenses.

Instructor: Cathy Esses, Broker / Tammy Osborn, Tax Specialist  
Time: 9am—11:30am

July 19: **MLXchange Basic** Learn both new and returning agents the basic functionality in MLXchange including search, print, email, customizing the hotsheet and more.

Time: 9am – 12noon

July 19: **Entering & Updating Listings** - Mandatory class if you will be entering and updating your own listings. You will be taught how to input & modify listings, enter photos, and add attachments along with valuable tips and techniques.

Time: 1pm—3pm

July 21: **QUADRENNIAL CODE OF ETHICS-- REALTORS** must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Linda Leonard  
Time: 1pm—4pm / \* 3 CE Credit  
Cost: \$10/Member \$25/Non-member

## August

August 5: **Core Law** This course is mandatory as part of the 14 hours CE license renewal. Subject matter includes the latest changes to law affecting real estate in Florida.

Instructor: Mandy Petrie  
Time: 9am—12pm/\* 3 CE Credit  
Cost: \$21\*

August 5: **Risk Management** Like all other business transactions, real estate has the potential to be risky business. All Realtors® want to manage risk as adequately as possible, and this course will speak to and help agents avoid the most common risks associated with the ownership of a Brokerage firm and the practice of real estate sale. It will explore the risks associated with short sales, the importance of having a Policy Manual at a Brokerage Firm, and proactively training staff in accordance with law and best practices. Available in both a three and a four hour format, Realtors® attending this class will be better able to understand risks as they pertain to an individual's day to day activities, and how to best prepare to handle them before they get out of control. **FAR Cancelled this Class!**

Instructor: FAR CE Express—**ICE Program**  
Time: 1pm—4pm / \*3CE Credit  
Cost: \$20\*

August 10<sup>th</sup> **QUADRENNIAL CODE OF ETHICS-- REALTORS** must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Jean Dorazio  
Time: 9-Noon / \* 3 CE Credit  
Cost: \$10/Member \$25/Non-member

### August 18: **New Member Mentoring Program II**

**Financing/Title:** Class to assist new members with learning today's financing/title options for their clients. Additional presentation on Wills/Trusts/Insurance & HOA issues by Attorney Scott Reed.

Instructor: Tamara Mallory, HomeBanc Mortgage & Maria Negron, North American Title  
Time: 9am—11:30am

## September

September 7: **Successfully Selling HUD Homes**, learn the necessary procedures and how to confidently sell HUD homes in your local market.

Instructor: Robert Sinclair, President of 100% Real Estate  
Time: 9am—12noon / Registration begins at 8:30am

September 9: **REALTOR Safety—Guinness World Record** FAR CE Express—**ICE Program** As part of Realtor Safety Month, Florida Realtors will attempt to break the Guinness World Record for "Largest Business Lesson, Multiple Venues." This record breaking attempt will present Andrew Wooten's "Realtor Safety and Security" workshop through the iCE Virtual Campus Series.

Instructor: Andrew Wooten, FAR CE Instructor  
Time: 9:00am—12:30pm / \*3 CE Credits  
Cost: Free

September 13: **Property Management** Despite what some may think, there is still a very real need for new, quality property management professionals in today's economy. When approached properly, Property Management can be an extremely lucrative avenue of real estate to pursue. It can serve as a constant flow of income, as well as provide a steady source of buyers and sellers. Investors are continually seeking alternate ways to invest other than the stock market; Homeowners are relocating to other areas of the country yet keeping their primary homes; and buyers are purchasing homes now, but may not be ready to occupy them just yet.

Visit [www.lakelandrealtors.org](http://www.lakelandrealtors.org)  
Internet Member Services to sign  
up for classes

**Property Management/Continued:**

This course was designed for the determined property manager to take advantage of everything the market has to offer and grow their business. It will provide tips on how to increase profit by adding income and decreasing expenses. Students will learn how to maximize their time and resources, as well as lower their vacancy rates. In turn, they will be able to better serve their customers, secure higher yields on their investments, and thrive as property managers in today's economy.

Instructor: FAR CE Express—**ICE Program**

Time: 1pm—5pm / \*4 CE Credits

Cost: \$20\*

September 15: **New Member Mentoring Program III**

**Farming/Marketing:** Class to assist new members with learning how to farm using demographics/generational marketing.

Instructor: Robert Lindquist/Crystal Peele

Time: 9am—11:30am

September 20: **MLS iMapp** In this class you will learn how to use the tax search features of MLXchange, access iMapp's interactive maps, tax data, comparables, auto-valuations, and easily create mailing labels for your favorite area.

Time: 9am—12pm

September 20: **Creating a Professional CMA** Learn the skills needed to create a comprehensive CMA. You will learn how to import properties that are listed outside of the MLS, into your CMA along with valuable tips and techniques for creating a professional CMA.

Time: 1pm—3pm

September 21: **QUADRENNIAL CODE OF ETHICS--** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Linda Leonard

Time: 1pm—4pm / \*3 CE Credit

Cost: \$10/Member \$25/Non-member

**October**

October 7: **Expand Your Market** Grab the passport and wear comfortable clothes, because this course is a tour through International Real Estate in your hometown and across the world! Realtors® on this three hour journey will learn how to "Think Globally, Act Locally." They will discuss the factors that have led to the globalization of business, explore etiquette across a variety of countries, and visit the three US States with the fastest growing minority populations. Along the way they will encounter foreign real estate investors, top emerging Second-Home Markets, and important FIRPTA definitions. When course participants return to their home base, they will understand how to better expand their markets, having become more perceptive about the global economy. This stimulating course will illustrate for Realtors® how they can personally thrive in the new world of international real estate.

Instructor: FAR CE Express—**ICE Program**

Time: 1pm—4pm / \*3CE Credit

Cost: \$20\*

October 18: **MLXchange Basic** Learn both new and returning agents the basic functionality in MLXchange including search, print, email, customizing the hot sheet and more.

Time: 9am – 12noon

October 18: **MLS Entering & Updating Listings** - Mandatory class if you will be entering and updating your own listings. You will be taught how to input & modify listings, enter photos, and add attachments along with valuable tips and techniques.

Time: 1pm - 3pm

October 20: **New Member Mentoring Program IV**

**Tech/New Construction/Motivation:** Class to instruct new members on recent advances in tech & social networking, second hour will be on construction building techniques and terminology, and finally the third hour will be dedicated to a fun hour of motivation.

Instructor: Jen Lysak/Paul Trimble/Charlene Balleine

Time: 9am—12noon

October 26<sup>th</sup> **QUADRENNIAL CODE OF ETHICS--** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Jean Dorazio

Time: 9am—12noon / \*3 CE Credit

Cost: \$10/Member \$25/Non-member

**November**

November 2: **Roadmap to Successful Closing** Imagine that you decide to take a day trip to a place you have never been before. Do you simply drive and hope you find it, no GPS or map in tow? Of course not! Over time, some Realtors® may go into closings without a "road map" since they conduct them so often. Doing so, however, can prove problematic and may lead to becoming lost. Offered in both a three and a four hour CE Credit format, this course will help real estate professionals understand the importance of knowing who is responsible for the various parts of the closing, how to overcome the problems that may be encountered, and getting to the closing table and ensuring that the Realtors® fees are received without obstacles or road blocks! No two closings are exactly the same, and this course will ensure that Realtors® stay on track.

Instructor: FAR CE Express—**ICE Program**

Time: 1pm—4pm / \*3CE Credit

Cost: \$20\*

November 29: **MLS Design Web Pages & Capture Leads** This course will teach you how to setup your personal agent and client web pages, contact management and scheduling features that go hand-in-hand with a successful real estate business.

Time: 9am– 12pm

November 29: **MLS Creating Custom Reports** - This course is designed to give you the ability to personalize your own reports within MLXchange. You will learn the necessary skills to create and customize reports that help you succeed in your business.

Time: 1pm - 4pm

**December**

December 6: **Quadrennial Code of Ethics** - Students participating in the course will complete their mandatory ethics requirement, while understanding how to practice real estate in the most ethical way possible, and the actions taken when ethics are in question. Only one year to go to satisfy the NAR requirement!

Instructor: FAR CE Express—**ICE Program**

Time: 1-4pm / \*3 CE Credit

Cost: \$20\*

*\*All classes subject to change without notice*

*\*Non-Member Pricing will Apply*

*Rev. 6/10/2011*

## Education Mission Statement:

Our Education Curriculum Goals are to provide our members with keys that can enhance and expand their real estate knowledge. We are trusting to accomplish these goals through classes that will engage, challenge and enrich our members.



The NATIONAL ASSOCIATION OF REALTORS® and its affiliated Institutes, Societies, and Councils provide a wide-range of programs and services that assist members in increasing skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses. **REALTORS® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on 2009 survey data, the median income of REALTORS® without a designation was \$28,400 and the median income of those with at least one designation was \$57,700. The difference between the two is \$27,300.**

Developed as a cooperative effort among NAR and its affiliated institutes, Societies and Councils, the NAR Education Matrix is the one place to find information about all the designations, certifications, courses, seminars and online education by NAR and its affiliated Institutes, Societies and Councils.



The NATIONAL ASSOCIATION OF REALTORS® has carefully considered how we can support you, our members, in these uncertain times. NAR is here to assist you and your business. For more info go to: [www.realtor.org/education](http://www.realtor.org/education)

## Florida Realtors®

A brand new real estate organization with 93 years of experience!

<http://www.floridarealtors.org>

With the debut of the Florida Realtors University, we will be celebrating "40 years of Excellence". Robin Cook once said, "Education is more than a luxury; it is a responsibility that society owes itself." We have not only the ability, but the responsibility to provide our members with quality education; education that not only betters our members, but elevates the Realtor® profession as a whole to another level of professionalism and customer service. To that end, your 2010 Florida Realtor president Wendell Davis has made education one of his top priorities and we are excited to bring you a wide menu of services to help make education the top priority at your local board, Lakeland Association of REALTORS®.



The GRI designation is recognized nationwide as the standard for real estate professional achievement. Earning this designation will set you apart from the competition. Secure your professional designation as a Graduate, Realtor Institute (GRI) and get the edge in business. The GRI designation requires the successful completion of three specific courses, which can be taken in any order. GRI coursework also can fulfill your sales person or broker post licensing education requirements, or may be used as CE credit on your license renewal. For more info go to: <http://www.floridarealtors.org/Education/Courses/GRI-Schedule.cfm>

### For additional Networking & Educational Opportunities:

#### WCR Luncheon

The Women's Council of REALTORS® monthly luncheon is the 3rd Wednesday of the month, located at First United Methodist Church - 72 Lake Morton Drive, starts 11:00 am. For reservations or information, please contact MeLynda Rinker, [mynwhousearealty@verizon.net](mailto:mynwhousearealty@verizon.net), phone 863-838-1441.

#### CID Luncheon

LAR's Commercial Industrial Division Monthly Luncheon is the 1st Thursday of the month, normally located at Cleveland Heights Golf & Country Club, starts 11:30 am. Please contact Mary Ann Clifford, [mclifford@lakelandrealtors.org](mailto:mclifford@lakelandrealtors.org) to reserve and verify event location.

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### Special Thanks to our Platinum Partners:

