

PUERTO RICO  
ASSOCIATION *of*  
REALTORS®



## **State Leadership Idea Exchange**

### **Puerto Rico**

#### **REALTORS® 360**

In order to provide services that promote the integration of the members towards their Association, to develop a new space of professional connection between its members and provide them with tools to improve their competitiveness skills in their market, the educational program REALTORS® 360 was created. This program started in 2016 is designed as an additional benefit to the members where they receive educational workshops of two hours (free of charge, once a month) where the objective is to offer monthly topics covering the entire business of real estate cycle (management, listing, selling, rentals, technology, contracts, insurance, financing, personal finance, accounting/management for business, appraisal, safety, marketing/sales, etc.). The Real Estate Business cycle = REALTOR® 360.

Workshops are offered from the State Association and can be coordinated with the local boards to volunteer in their areas. This offers the opportunity to connect directly to the State Association with the local boards and its members. In these workshops is promotes the pride of be REALTOR® by what is presented items with the mark REALTOR® (Pins, The Little network Book: Safety Rules, Realtors® T-Shirts etc.). Several of our members 2016 have informed that their motivation to be a REALTOR® 2016 was this program because they feel the professional synergy sharing with their collages and the connection with the state association in a different way.