



Fact Sheet: Center for REALTOR® Development Launches *Real Estate Investing Online Course*

Center for REALTOR® Development is pleased and proud to announce the launch of a new six-hour (one-day) online course called *Real Estate Investing: Build Wealth Representing Investors and Becoming One Yourself*.

This course looks at how practitioners can adapt core skills and learn new skills to serve clients who want to invest in a variety of residential property types. The course covers how to work with investors as they set goals, plan, evaluate, and acquire properties—as well as manage them. Students will also learn how to become real estate investors themselves.

The needs of real estate investors differ greatly from those of consumer homebuyers and sellers. Insight into how investors think, strategize, and plan is essential for growing this part of your business. Real estate professionals who want to capture a portion of the investment market need to recognize these differences and adapt their skill sets to broaden their knowledge base.

The most critical skills that learners will acquire by taking this course include: the ability to expand their market to include investors; take their own knowledge of their own market and turn that into an advantage and an investment for themselves; and understand the profile of investor clients and learn how to prospect for them. The course is divided into seven broad subject areas:

- Why Invest in Real Estate?
- How To Work with Investor Clients
- Lead Conversion
- Making the Purchase Decision
- Financing Options and Tax Issues
- Owning the Property
- Investing as a Real Estate Professional

The skills taught in this course are important in today's market because sales to investors represent approximately 20% of all real estate transactions. It would be a potential loss of significant business to not be able to participate in the real estate investment marketplace due to a lack of knowledge, which is what this course provides.

Key Facts

- The price of the online course is \$115.
- More detailed information about the course may be found at its product page on our site at: onlinelearning.REALTOR.com.
- For information about the classroom course, including a calendar of scheduled classes, and details about how to license the content and instructional materials for classroom delivery, visit: Training4RE.com.
- The course is an approved elective for the Accredited Buyer's Representative (ABR®) designation.
- For more information about the ABR® designation, visit: rebac.net.

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