

EDUCATIONAL REVIEW

ABoR Academy



JULY 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2 REALTOR® Code of Ethics: Your Promise of Professionalism 1:00 – 4:00 p.m.
5 ABoR Offices Closed Fourth of July	6	7 TREC Legal Update MCE 8:30 a.m. – 12:00 p.m. TREC Ethics MCE 1:00 – 4:30 p.m.	8 Real Estate Reality: Property Management Beyond the Basics 8:30 a.m. – 3:30 p.m.	9 Texas Promulgated Contract Forms 8:30 a.m. – 5:30 p.m.
12 GRI2: Real Estate Marketing 8:30 a.m. – 5:30 p.m.	13 GRI2: Real Estate Marketing 8:30 a.m. – 5:30 p.m.	14 GRI2: Real Estate Marketing 8:30 a.m. – 5:30 p.m.	15 GRI2: Real Estate Marketing 8:30 a.m. – 5:30 p.m.	16 GRI2: Exam Option 8:30 a.m. – 12:30 p.m.
19 Seller Representative Specialist (SRS) Designation Course 8:30 a.m. – 5:30 p.m.	20 Seller Representative Specialist (SRS) Designation Course 8:30 a.m. – 5:30 p.m.	21 When Article 12 & Web 2.0 Collide 8:30 – 11:30 a.m. Trends Creating Change in the Real Estate Industry 12:30 – 4:30 p.m.	22	23
26	27	28	29	30

Courses Designed for Real Estate Professionals

Provider #0127

Austin Board of REALTORS®

Education Contact: **Rita Barousse**

p: 512-454-7636 x 1602

e: rbarousse@abor.com

Register online www.abor.com/education



GRI2: Real Estate Marketing

Provider # 0001

30 hrs. core credit or 9 hrs. MCE

Instructors: Carol Medley Parker & Mark Porter

\$275 members, \$300 non-members

The second in the three-part GRI series, GRI2 covers topics including sales and marketing, consumer and client services, real estate business technology and communications technology. (Note: GRI courses may be taken in any order.)

Real Estate Reality:

Property Management Beyond the Basics

TREC # 06-00-062-8981 (6 hrs. MCE)

Instructor: Bill Evans

\$54 members, \$66 non-members

The third component of the *Real Estate Reality Series*, this course dives deeper into the property management process. Set around a single-family dwelling, this course examines how to handle the property, from marketing the property to the application process and verification to the leasing, signing and occupancy of the home.

REALTOR® Code of Ethics:

Your Promise of Professionalism

TREC # 03-00-051-8210 (3 hrs. MCE)

Instructor: Chad Cardani

\$27 members, \$33 non-members

Designed by the National Association of REALTORS®, this course emphasizes the importance of the REALTOR® Code of Ethics. All members are required to take the course once every four years. The current cycle runs from January 1, 2009 to December 31, 2012. New members must complete the course within a year of joining ABoR.

Seller Representative Specialist (SRS) Designation Course

TREC # 15-00-091-8611 (15 hrs. MCE)

Instructor: Marcie Roggow

\$275 members, \$300 non-members

This two-day designation program will give you the tools needed to best represent your sellers. The course pays particular attention to differing listing models, office policies, field issues and legal and code ramifications in representing sellers in today's changing environment.

Texas Promulgated Contract Forms

TREC # 08-00-070-6973 (8 hrs. MCE)

Instructor: Gordon Gorychka

\$72 members, \$88 non-members

Newly revised, this course offers a comprehensive review of the contract forms currently promulgated by the Texas Real Estate Commission (TREC). Professionals needing clarification on current forms would benefit from taking this course.

TREC Ethics MCE

TREC # 03-03-121-8650 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Lynda Conway

\$27 members, \$33 non-members

TREC Legal Update MCE

TREC # 03-03-121-8649 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Lynda Conway

\$27 Members, \$33 non-members

Trends Creating Change in the Real Estate Industry

TREC Approval Pending (4 hrs. MCE)

Instructor: Marcie Roggow

\$40 Members, \$55 non-members

Written and presented by nationally known instructor Marcie Roggow, this four-hour class investigates the latest real estate trends. This course is updated frequently to include current issues in Texas and other states.

When Article 12 and Web 2.0 Collide

TREC # 03-00-091-8612 (3 hrs. MCE)

Instructor: Marcie Roggow

\$75 Members, \$99 non-members

Over the past two years, changes to Article 12 of the NAR Code of Ethics have impacted the way real estate professionals handle Internet advertising and social media. This course will outline how you can incorporate new technologies into your business practices while adhering to national regulations.

Registration Information

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See additional class descriptions online at www.abor.com/Courses/MCE_CourseCatalog.cfm

Academy Card

The ABoR Academy is now offering Academy Cards for \$99 that allow cardholders to attend an unlimited number of mandatory continuing education (MCE) courses. The Academy Card gives you admission to all MCE courses; however, it is not valid for designation, correspondence or Quick Start courses.

With an Academy Card, you have the opportunity to increase your knowledge on a myriad of real estate topics while being kind to your wallet. Only 500 Academy Cards will be sold, so don't miss out on your chance to take advantage of this offer.

Purchase yours today at www.abor.com/acard.

EDUCATIONAL REVIEW

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AUGUST 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Accredited Buyer Representative (ABR) Designation Course 8:30 a.m. – 5:30 p.m.	3 Accredited Buyer Representative (ABR) Designation Course 8:30 a.m. – 5:30 p.m.	4	5	6 REALTOR® Code of Ethics: Your Promise of Professionalism 1:00 – 4:00 p.m.
9 GRI3: Real Estate Brokerage 8:30 a.m. – 5:30 p.m.	10 GRI3: Real Estate Brokerage 8:30 a.m. – 5:30 p.m.	11 GRI3: Real Estate Brokerage 8:30 a.m. – 5:30 p.m.	12 GRI3: Real Estate Brokerage 8:30 a.m. – 5:30 p.m.	13 GRI3: Exam Option 8:30 a.m. – 12:30 p.m.
16 Arrange Your Listing for Success: Real Estate Feng Shui 8:30 a.m. – 5:30 p.m.	17 TREC Legal Update MCE 8:30 a.m. – 12:00 p.m. TREC Ethics MCE 1:00 – 4:30 p.m.	18 ABR Advanced: e-Buyer 8:30 a.m. – 5:30 p.m.	19 Technology 101: An Overview 8:30 – 11:30 a.m. Technology 102: Social Networking for REALTORS® 12:30 – 3:30 p.m.	20 Technology 103: Putting Technology to Work for You 8:30 – 11:30 a.m.
23	24	25	26	27
30 Quick Start 8:30 a.m. – 5:30 p.m.	31 Quick Start 8:30 a.m. – 5:30 p.m.	SEPT 1 Quick Start 8:30 a.m. – 5:30 p.m.	SEPT 2 Quick Start 8:30 a.m. – 5:30 p.m.	

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Accredited Buyer Representative (ABR) Designation Course

TREC Approval Pending (15 hrs. MCE)

Instructor: Lynda Conway

\$275 members, \$300 non-members

Effective negotiation on behalf of others is the hallmark of buyer's and seller's representatives. Learn how you can secure the best outcomes for your clients and effectively communicate under pressure. Discover techniques for counseling and advocating for clients while studying the art of influence and persuasion.

Advanced ABR: e-Buyer

TREC Approval Pending (7 hrs. MCE)

Instructor: Lynda Conway

\$100 members, \$125 non-members

Assuming students have mastered personal computers and Internet basics, this course examines the concept of e-business and the structures that support it. The exploration continues with clarification on how the e-consumer and e-buyer will change the future of the real estate transaction. Additionally, this course covers the concepts of finding and acquiring an online real estate customer, determining the status of an online real estate transaction, and transitioning online and offline customers into the "For Life Model." This e-buyer course counts as one Real Estate Buyer's Agent Council (REBAC) elective course, which can be applied towards earning the ABR designation.

Arrange Your Listing for Success: Real Estate Feng Shui

TREC # 08-00-052-8980 (8 hrs. MCE)

Instructor: Nancy Wesson

\$72 members, \$88 non-members

Real estate professionals understand the relationship between home preparation, selling price and time on the market, but it is not always apparent or easy to explain to owners. This course covers nationally recognized methods of readying property for sale, in conjunction with feng shui.

GRI3: Real Estate Brokerage

Provider # 0001

30 hrs. core credit or 9 hrs. MCE

Instructors: Carol Medley Parker & Pat Strong

\$275 members, \$300 non-members

The third of three week-long classes students must take to earn the GRI designation, this course covers brokerage relationships (legal and regulatory), business development, professional standards and environmental issues. (Note: GRI courses may be taken in any order.)

Quick Start

Provider # 0001

30 hrs. core credit or 9 hrs. MCE

Instructors: Bill Evans & Carol Medley Parker

\$175 members, \$200 non-members

Created by the Texas Association of REALTORS®, Quick Start helps new agents succeed and is an effective refresher course for established agents. Totally revamped in 2005, this four-day program is a comprehensive manual of real estate how-tos, covering prospecting, using the Internet, working with ZipForms, dealing with buyers and sellers, record-keeping, ethics and more. Quick Start is also an excellent precursor to the Graduate REALTOR® Institute (GRI) designation training.

REALTOR® Code of Ethics: Your Promise of Professionalism

TREC # 03-00-051-8210 (3 hrs. MCE)

Instructor: Bill Evans

\$27 members, \$33 non-members

TREC Ethics MCE

TREC # 03-03-121-8650 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Gordon Gorychka

\$27 members, \$33 non-members

TREC Legal Update MCE

TREC # 03-03-121-8649 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Gordon Gorychka

\$27 Members, \$33 non-members

SPECIAL TECHNOLOGY PACKAGE

Sign up for all three Technology classes and receive a discounted rate of **\$75!** Space is limited for this package.

Technology 101: An Overview

TREC # 03-00-061-8211 (3 hrs. MCE)

Instructor: Chad Cardani

\$27 members, \$33 non-members

Technology 102: Social Networking for REALTORS®

TREC # 03-00-071-8212 (3 hrs. MCE)

Instructor: Chad Cardani

\$27 members, \$33 non-members

Technology 103: Putting Technology to Work For You

TREC # 03-00-081-8213 (3 hrs. MCE)

Instructor: Chad Cardani

\$27 members, \$33 non-members

Registration Information

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SEPTEMBER 2010

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		1	2	3 REALTOR® Code of Ethics: Your Promise of Professionalism 1:00 – 4:00 p.m.
6 ABoR Offices Closed Labor Day	7	8 TREC Legal Update MCE 8:30 a.m. – 12:00 p.m. TREC Ethics MCE 1:00 – 4:30 p.m.	9 Short Sales 101 8:30 – 11:30 a.m. Truth in Advertising 12:30 – 4:30 p.m.	10
13	14	15 Farm and Ranch Practices for Agents 8:30 a.m. – 12:30 p.m. Mediate, Arbitrate, Litigate 1:30 – 5:30 p.m.	16 Turning Conflicts into Closings 8:30 a.m. – 12:30 p.m.	17 The Foreclosure Process in Texas 8:30 a.m. – 12:30 p.m.
20	21	22	23	24
27 CRS 202: Sales Course 8:30 a.m. – 5:30 p.m.	28 CRS 202: Sales Course 8:30 a.m. – 5:30 p.m.	29 CRS 106 Elective: Fundamentals of Real Estate Technology 8:30 a.m. – 5:30 p.m.	30 CRS 210: Building an Exceptional Customer Service Referral Business 8:30 a.m. – 5:30 p.m.	OCT 1 CRS 210: Building an Exceptional Customer Service Referral Business 8:30 a.m. – 5:30 p.m.

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Farm and Ranch Practice for Agents

TREC # 04-00-121-8758 (4 hrs. MCE)

Instructor: Charles Porter

\$36 members, \$44 non-members

This four-hour course provides an overview of farm and ranch practices in 21st-century Texas—a Texas which faces floods, freshwater crises and new agri-business challenges, coupled, however, with strong market demand for rural land. Learn the best ethical and logical practices, as well as the major issues of this segment of real estate brokerage.

The Foreclosure Process in Texas

TREC # 04-00-090-7265 (4 hrs. MCE)

Instructor: Randy Gool

\$65 members, \$90 non-members

Mediate, Arbitrate, Litigate

TREC # 04-00-081-8335 (4 hrs. MCE)

Instructor: Charles Porter

\$36 members, \$44 non-members

REALTOR® Code of Ethics:

Your Promise of Professionalism

TREC # 03-00-051-8210 (3 hrs. MCE)

Instructor: Lynda Conway

\$27 members, \$33 non-members

Short Sales 101

TREC Approval Pending (3 hrs. MCE)

Instructor: Jim Reed

\$27 members, \$33 non-members

TREC Ethics MCE

TREC # 03-03-121-8650 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Bill Evans

\$27 members, \$33 non-members

TREC Legal Update MCE

TREC # 03-03-121-8649 (3 hrs. MCE, 3 hrs. Legal)

Instructor: Bill Evans

\$27 Members, \$33 non-members

Truth In Advertising

TREC # 04-00-071-8299 (4 hrs. MCE)

Instructor: Lynda Conway

\$36 members, \$44 non-members

Turning Conflicts into Closings

TREC # 04-00-081-8458 (4 hrs. MCE)

Instructor: Nancy Wesson

\$46 members, \$54 non-members

Frequently, the disagreements and blocks to a transaction can be squelched just by asking the right questions and making your client feel that he or she has been heard.

This course will help you recognize and work with different conflict styles and present you with listening and questioning skills that will reduce the possibility of conflicts.

CRS SPECIAL PACKAGE

The ABoR Academy is offering a special, discounted rate to allow ABoR members the opportunity to earn their CRS Designation for \$500, a savings of \$150. Non-members are also eligible to receive a reduced rate of \$600.

CRS 202: Sales Course

TREC Approval Pending (15 hrs. MCE/2 CRS Units)

Instructor: Frank Serio

\$275 members, \$300 non-members

Top sales associates enjoy a competitive advantage because they understand what motivates and influences their customers. This course gives students the inside track to win over prospective buyers by teaching them the necessary strategies that make their sales quick and efficient. Students will learn how to work with today's new buyer through counseling, salesmanship and negotiation. These effective strategies will give agents customers for life.

CRS 106 Elective: Fundamentals of Real Estate Technology

TREC Approval Pending (7 hrs. MCE/1 CRS Unit)

Instructor: Mark Porter

\$100 members, \$125 non-members

Knowledge of fundamental real estate technologies is an absolute necessity for the active real estate agent. This course gives today's busy real estate agents the necessary tools to understand existing and evolving technologies. Understanding these essential skills and tools is the root of this one-day technology course, giving agents a base foundation for success.

CRS 210: Building an Exceptional Customer Service Referral Business

TREC Approval Pending (15 hrs. MCE/2 CRS Units)

Instructor: Frank Serio

\$275 members, \$300 non-members

This highly interactive course is designed to deliver all the essentials for refocusing your business plan to a customer service-centered, repeat-and-referral business. Key topics include: attracting a higher caliber client; meeting the expectations of the "new customer;" dialogues and strategies for building a referral database; and delivery systems to generate a successful referral business.

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