

Lakeland Association of REALTORS®



2010 Education & Training Schedule



2010 Lakeland Association of REALTORS® Education Calendar*

JULY

July 20: **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

July 20: **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 - 4pm

July 22: **Practical REALTOR Self-Defense, Class 1**, Master Raimondi teaches practical meditation for the times we live. Jujitsu is the premier art of the Martial Arts. This type of Jujitsu is the art of choice taught to the Military Special Forces & the Police. Martial Arts must be used for Emergency Situations and Self-Defense only.
Instructor: Master Frank Raimondi, Body Awake Jujitsu
Time: 11am—12noon /Non-CE
Cost: FREE!!

July 22: **Practical REALTOR Self-Defense, Class 2**, See Above description.
Instructor: Master Frank Raimondi, Body Awake Jujitsu
Time: 1pm —2pm /Non-CE
Cost: FREE!!

AUGUST

August 6: **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: Amanda Petric
Time: 9-12am / * 3 CE Credits
Cost: \$21/Member / \$28/Non-member

August 10 & 11: **NAR GREEN Designation Core Class** -- Learn green real estate concepts, principles, practices and benefits from the ground up in a way that makes sense to you and your clients. Stand out with the only [green designation](#) for real estate agents recognized by the [National Association of REALTORS®](#).
Instructor: Jean Dorazio
Time: 9-4pm / Both Days
Cost: \$199/Member / \$215/Non-member
Location: LAR Education Classroom

FLORIDA REALTORS® 2010 CONVENTION & TRADE EXPO, August 25-29, Free Education Opportunities: Free Friday Expo admission

Everyone will be admitted to the Trade Expo on Friday, Aug. 27, from 10:00 a.m. - 4:00 p.m. Sign up for free admission using the [convention registration form](#) (login required).

Exciting News for this year only: Those who register for Free Friday will receive a complimentary pass to attend one education session on Friday.

August 19: **FAR ICE Risk Management -- LIVE Webinar**— This course will speak to and help you avoid the most common risks associated with the ownership of a Brokerage firm and the practice of Real Estate sale. This course presents several recommendations, but should not be construed as the final word on risk management. Your job is to understand the risks, prepare for them, and avoid the creation of unnecessary risk.

Instructor: FAR CE Express
Time: 1pm—4pm / *3 CE Credits
Cost: \$15/Member / \$20/Non-member
Location: LAR Education Classroom

August 24: **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—12noon

August 24: **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

REALTOR® Safety Month

September 13: **New Member Mentoring Program I Budgeting:** Class to assist new members with learning to budget their business income and expenses.
Instructor: Cathy Esses, Broker
Time: 9am—11am
Cost: Free!

September 7: **NAR GREEN Designation “Residential Elective” Class**, course provides students with the awareness and knowledge of green building principles specifically applied in residences. Learn how to guide buyer-clients in purchasing & retrofitting green homes, help sellers list and market their green properties, and be an advocate for greener homes in your community.
Instructor: Jean Dorazio, GREEN
Time: 9am—4pm / Non—CE
Cost: \$69/Member \$75/Non-member

September 21: **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

September 21: **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—4pm

September 23: **Affordable Housing Solutions: “What Every Realtor Should Know”**
This **3 CE Credit** course is focused on [Florida Housing’s Single Family programs](#), including a discussion of home financing alternatives through low-interest rate mortgages, down payment and closing cost assistance, and other programs.
Time: 1-4pm / *3 CE Credit
Cost: \$21/Member - \$28/Non-Member

Visit www.lakelandrealtors.org
Internet Member Services to sign
up for classes

OCTOBER

October 4: **FAR ICE Negotiating Skills for Today's Real Estate Professional -- LIVE Webinar**—By the end of this course the student should be able to: provide an environment where the parties involved are aware of each others' needs and are willing to work together; bring to a conclusion a negotiation where each participant leaves satisfied with results; explain merit based on negotiation and how beginning with a desired outcome improves the wellbeing of all participants; list the five power positions and how each can be used in a specific negotiation to achieve the desired outcome; demonstrate six negotiating tactics that benefit the parties to the negotiation.

Instructor: FAR CE Express

Time: 1pm—5pm / *4 CE Credits

Cost: \$20/Member / \$25/Non-member

Location: LAR Education Classroom

October 11: **New Member Mentoring Program II**

Financing/Title: Class to assist new members with learning today's financing/title options for their clients.

Instructor: Bob Andrews, Wells Fargo & Maria Negron, North American Title

Time: 9am—11am

Cost: Free!

October 14: **Senior Marketing Workshop.** The method of marketing to a specific generation is affecting the way that we list & sell real estate. We are all a product of our generation. Each generation have their own characteristics, because of this as a marketing target we can usually categorize by generations by the way that we act and speak as well as our belief systems.

Instructor: Linda Leonard

Time: 9am-11am/Non-CE

Cost: FREE!

October 18: **1031 Tax Deferral Strategies, Lunch & Learn**—This 1031 Exchange course will give you a strong foundation of knowledge regarding IRC 1031. Tax Deferred Exchanges as well as covering some of the most recent changes concerning IRC 1031. We'll show you how to use that knowledge to grow your business and help your investor clients.

Instructor: Claudia Kiernan, Esq., Invest. Prop. Exch. Serv, Inc.

Time: 9am—12noon / *3 CE Credit

Cost: FREE!

October 26: **MLS Maximizing Your MFR Productivity Toolbox** This class introduces the user to the often overlooks plugins and features that are designed to save you time and money, as well as adding an extra level of service to your customer.

Time: 9am—12 noon

October 26: **Using MLXchange to Effectively Manage Time and Contacts** Time and contact management are more important than ever in today's fast-paced real estate industry. This course will show you how to maximize the tools available in MLXchange along with other products that work hand-in-hand allowing you to become more productive in your real estate business.

Time: 1pm—4pm

NOVEMBER

November 8: **New Member Mentoring Program III**

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

Instructor: Dee Chandler/Pat Edleman

Time: 9am—11 am

Cost: Free!

November 16: **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

November 16: **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 - 4pm

November 17: **FAR ICE Roadmap to a Successful Closing - LIVE Webinar** This class teaches options in the event of failed inspections for Roof, Termite, Electrical, or Building code deficiencies; differentiate between closing activities of a conventional contract, a cash purchase, and a HUD/VA financed transaction; provide options that would lead to a timely closing on a property with a correctable title problem; prepare a net sheet for buyer's required cash to close and sellers net proceeds based on a price and terms provided by the Instructor; construct a timeline outlining every step between contract acceptance and actual closing for each party; list the options a Broker has in the event of an escrow dispute for deposits they are holding.

Instructor: FAR CE Express

Time: 9am—1pm / *4 CE Credits

Cost: \$20/Member / \$25/Non-member

Location: LAR Education Classroom

November 18: **Head Shot Photo Day!** Special Education Event, we will be providing a professional award winning photographer for business portraits of our members at a discount.

Time: 9am—11 am

Instructor: Donna Beckert

Cost: \$35/Member

Location: LAR Education Classroom

DECEMBER

December 9: **Tax Consideration for the Real Estate Professional,** Class will focus on strategic planning with emphasis on goals, objectives, strategies and action plans to attain success in real estate sales.

Instructor: Tammy Osborn, Tax Consultant

Time: 9-12pm / Non-CE

Cost: FREE!

December 13: **New Member Mentoring Program IV**

Tech/Motivation: Class to instruct new members on recent advances in tech & social networking, second hour will be dedicated to a fun hour of motivation.

Instructor: Matt Wengerd/Charlene Balleine

Time: 9am—11am

Cost: Free!

All classes subject to change without notice

**Non-Member Pricing will Apply*

Rev. 06/23/2010



“Our 2010 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. Lakeland has a vast supply of rich resources! Our local Real Estate Brokers’ and our Affiliate members are part of these resources. Our Education courses are tapping into these reservoirs. We look forward to opening many doors that will bring continued excellence to our real estate members.” Dr. Maria Negron, Ed.D – 2010 Education Committee Chairman



Florida Realtors®

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

<http://www.floridarealtors.org>



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 with the Right Tools, Right Now.

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 more info go to: www.realtor.org/education

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 Patricia Moor, pmoor@tampabay.rr.com, phone 863-944-8527.

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 to reserve and verify event location.

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