

Lakeland Association of REALTORS®



2010 Education & Training Schedule

2010 Lakeland Association of REALTORS® Education Calendar*

SEPTEMBER **REALTOR® Safety Month**

September 1: **FloridaREALTORS FAR/BAR Update Live Webinar:** These following forms contain a number of enhancements developed in cooperation by the Florida Realtors and the Florida Bar. The revisions will seem extensive initially but you'll quickly see that many of the provisions are contained in the current "FAR" and "FAR/BAR" contracts. Some of the changes include: larger print; the addition of an initial blanks at the bottom of each page; a limited hold harmless and indemnity clause for brokers and agents; and several new riders that include an appraisal contingency, an agreement to arbitrate disputes and a short sale rider. These forms will be available via Form Simplificity and other forms vendors before the end of July.

You are not required to use these forms immediately, but Florida Realtors attorneys recommend you get familiar with the new provisions. The existing forms (FAR/BAR-8, FAR/BAR ASIS-2x, and FBCR-10) will not be removed from www.floridarealtors.org or from any of Florida Realtors' forms vendors until September.

Instructor: Marcia Tabak, FloridaREALTORS
Time: 10am – 1 pm / Non-CE
Cost: Free!

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 & Tammy Osborn
Time: 9am—11am
Cost: Free!

September 21: **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

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 22nd: **Fundamentals of Commercial Real Estate**
Topics will include: types of commercial properties; the process from forms/contracts to closing; how to structure an offer/counteroffer; commission strategies; leasing agreements; common commercial terms and concepts; useful ideas/templates and much more. This class is open to any licensed Realtor, class being offered by CID, refreshments will be served. For class agenda and course outline, please contact Jere Gault at jgault@tampabay.rr.com.
Instructor: Jere Gault
Time: 9am – 12noon / *3 CE Credit
Cost: \$55.00

September 22nd: **Avoiding Federal Capital Gains Tax** Learn how to structure a sale that enables Sellers to *avoid*—not just *defer*—federal income taxes and federal capital gains taxes when selling real property. We use actual cases and real numbers to show you the significant, positive impact this strategy has on the Seller's net after-tax proceeds emanating from the sale of his / her property.
Instructor: Jere Gault
Time: 1pm – 4 pm / *3 CE Credit
Cost: \$55.00

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

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 13: **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.

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

October 26: **MLS Maximizing Your MFR Productivity Toolbox** This class introduces the user to the often overlooked 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 2: **FACEBOOK Lunch & Learn:** Come and enjoy a lunchtime workshop on Facebook. You've got questions? Here's your chance to find out more about this social media marketing tool.
Instructor: Jen Lysak
Time: 12noon—1 pm / Non-CE
Cost: Free!

November 4: **Form Simplicity Training:** Simplify your forms process — Form Simplicity was designed to be powerful, yet easy to learn and use, saving REALTORS time. We will be hosting a training session demonstrating how brokers and agents can leverage Form Simplicity for their business.
Instructor: Real Estate Industry Solution Representative
Time: 9am—10:30am / Non-CE
Cost: Free!

November 5: **CDPE Test Drive: A Certified Distressed Property Expert®** is a real estate professional with specific understanding of the complex issues confronting the real estate industry, and the foreclosure avoidance options available to homeowners. Through comprehensive training and experience, CDPEs are able to provide solutions for homeowners facing hardships in today's market, specifically [short sales](#). Learn the process of becoming a **Certified Distressed Property Expert®!**
Instructor: Richard Merskin, CDPE Approved Presenter
Time: 9am—10:30am / Non-CE
Cost: Free!

November 8: **New Member Mentoring Program III Farming/Marketing:** Class to assist new members with learning how to farm using demographics/generational marketing.
Instructor: Robert Lindquist/Stacy Rowell
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 7: **Real Estate Hodgepodge Lunch & Learn:** Prepare a Sellers' net proceeds Estimate, typical questions about the expenses and proceeds by a seller (bring your calculators) / Pointers on what to keep in mind and how to sale real estate to Diversity groups/Overview of the 1031 Exchange Program/Title Issues that Title Agencies Encounter that cloud the title and need to be resolved prior to closing and how to work as a team to help create a smooth closing. Instructor: Maria Negron, Time: Noon to 1pm, Non-CE, Cost: Free!

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/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: Matt Wengerd/Paul Trimble/Charlene Balleine
Time: 9am—12noon
Cost: Free!

All classes subject to change without notice
***Non-Member Pricing will Apply**
Rev. 10/29/2010



“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.

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

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 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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