

# Lakeland Association of REALTORS®



2010 Education & Training Schedule



# 2010 Lakeland Association of REALTORS® Education Calendar\*

## JANUARY

January 11: **New Member Mentoring Program**

**Budgeting:** Class to assist new members with learning to budget their business income and expenses.

Instructor: Cathy Esses, Broker

Time: 9am—11am

January 19: **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

January 19: **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

January 22: **RESPA Guideline Update**, “Attention ALL REALTORS!! As of January 1, 2010 RESPA Final Rule will be in

effect. You will begin to see a new GFE (Good Faith Estimate) and HUD at your closing table. Come and learn what are the key components of this change and how it will affect your transactions.”

Instructor: Lynda Mattson, Community Bank of Florida

Time: 9am—11am/Non-CE

Cost: FREE!!

January 26: **MLS Manage Time & Contacts** Learn how to maximize the tools available in the MLXchange along with other products that work hand-in-hand allowing you to become more productive in your real estate business.

Time: 10am - 12noon

January 27: **MLS iMap** Learn how to use the tax search features of MLXchange, access iMap’s interactive maps, tax data, comparables, auto-valuations, and easily create mailing labels for your favorite area.

Time: 1pm - 3pm

## FEBRUARY

February 8: **New Member Mentoring Program**

**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

February 9: **How to Invest in Commercial Real Estate**

Learn how to generate an ongoing, ever-increasing stream of income from multiple sources. This seminar presents both physical and financial analyses of suitable investment-grade real properties using actual case examples and real numbers. The seminar focuses on “how to do it,” not just “what to do.” Likely participants include commercial realtors, residential realtors, and investors at large...whether licensed or not. The \$99 tuition includes all seminar materials, workbook, and analysis tools. The seminar is presented by the Emerald Institute & conducted by Jere Gault

Instructor: Jere Gault

Time: 9am—4pm/Non-CE

Cost: \$99

February 12: **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: Mandy Petrie, Regal School of Real Estate

Time: 9am-12noon / \* 3 CE Credits

Cost: \$10/Member \$25/Non-member

February 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

February 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

February 18: **Youtube & Real Estate** - Unleash the Power of Digital Videography in Your Real Estate Business, taught by Deborah Boza Vallerdor, her goal is to help agents structure an Internet Marketing Strategy that includes a website, blog, email marketing, search engine placement and cross marketing.

Time: 9am - 12noon

## MARCH

March 4&5: **NAR Green Designation Core Class:** [NAR's Green Designation](#) is the only environmental real estate designation addressing [multiple specialties](#). It is also the only green designation for agents AND property managers recognized by the [National Association of REALTORS®](#).

Instructor: Jean Dorazio, Green

Time: 9am—4pm both days/ \*12 CE Credits

Cost: \$199 (as compared to \$325 for the Green REsource Council Online Course)

**In addition, completion of an online 6 Hour Elective Course and NAR application submission required to receive designation.**

March 8: **New Member Mentoring Program**

**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

March 9: **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.

Instructor: Jere Gault/Bill Lee

Time: 9am - 12noon

Cost: FREE!!

March 11: **Completing an Effective Purchase & Sales Contract**, Class objective is to have the student fill out a solid, binding contract. Common pitfalls are discussed with actual contract examples. The contract will be discussed as a closing tool, and methods of making the contract acceptable to all parties will be clearly demonstrated. You will leave the program able to define the reasons consumers back out of contracts, and the methods of bringing them back to the table. You will work in a study group where each participant will assume various roles so they will know firsthand the feelings, doubts, swings in attitudes and motivations involved with the parties to a contract.

Instructor: Duke Tieman, FAR CE Express

Time: 12:30—4:30 / \*4 CE Credit

Cost: \$10/Member \$25/Non-member

Visit [www.lakelandrealtors.org](http://www.lakelandrealtors.org)  
Internet Member Services to sign  
up for classes

March 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

March 16: **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

March 23: **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: 10am—12noon

March 23: **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: 1pm—3 pm

#### **APRIL**

##### Fair Housing Month

April 12: **New Member Mentoring Program**

**Tech/Motivation:** Class to instruct new members on new technology and final portion of class will be dedicated to a fun hour of motivation.

Instructor: Charlene Balleine/Matt Wengerd  
Time: 9am—11am

April 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

April 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

April 22: **Fair Housing Symposium** --- District X Event  
Time and Location To Be Announced / \$T.B.A  
Presented by: Leon Russell, Director of the Pinellas County Office of Human Rights

#### **MAY**

May 13: **Title 101** Basic Title Insurance Instruction, to include the evolution, protection provided, and demonstration.  
Instructor: Barry Mazer, TICOR  
Time: 9-12noon / \*3 CE Credit

May 18: **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

May 18: **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

May 25: **MLS Advanced** - Take MLXchange to the next level! In this session you will learn how to customize a search & display screens, personal website links and set & save advanced searches.  
Time: 10am - 12noon

May 25: **MLS iMap** In this class you will learn how to use the tax search features of MLXchange, access iMap's interactive maps, tax data, comparables, auto-valuations, and easily create mailing labels for your favorite area.  
Time: 1pm - 3pm

May 27: **Technology Update w/Matt Wengerd**, come see what technology is front and center and being used by the most tech-savvy Realtors.  
Instructor: Matt Wengerd  
Time: 9am—11am

#### **JUNE**

June 10: **FHA/VA Financing** - By learning the basic techniques of government lending and applying them through practice, the professionals in the real estate field will improve their effectiveness as communicators and as sales representatives. This program focuses on the unique and special concerns and situations faced by the real estate professional. The goal of the program is for the student to develop a clearer understanding on how to improve their selling skills by learning about possible ways of handling the financing through government programs that are available to almost all buyers.  
Instructor: Grant Simon, FAR CE Express  
Time: 1-4pm / \*3 CE Credit  
Cost: \$10/Member \$25/Non-member

June 15: **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

June 15: **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

June 24: **Motivation/Abundance Training** Learn how to motivate yourself and live abundantly through learning basic financial principles as a means to achieving financial success. During this interactive class, we will be playing the board game "Abundance". Fun and Inspirational!  
Presented by: Charlene Balleine/Maria Negron  
Time: 9am—11am

**MLS classes to be instructed by a MFRMLS Trainer.**

*All classes subject to change without notice*

*\*Non-Member Pricing will Apply*

*Rev. 01/01/10*



“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](http://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](mailto: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](mailto:mclifford@lakelandrealtors.org) to reserve and verify event location.

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