

Lakeland Association of REALTORS®



"An Investment in Knowledge pays the best Interest"
Benjamin Franklin

2012 Education & Training Schedule



2012 Lakeland Association of REALTORS® Education Calendar*

JANUARY

January 27: **FAR CE Express ICE Program: Advanced Communication Skills for REALTORS** To help students develop the most professional and effective business style possible by fine-tuning how they communicate with others in their roles as Realtors. This seminar uses interactive, hands-on, and realistic scenarios and techniques to engage participants in a "learn by doing" environment.

Instructor: William Campbell, FAR CE Express Instructor

Time: 1pm—4pm / *3CE Credit

Cost: \$20*

FEBRUARY

February 2: **GRI 3 Virtual Classroom begins —9 Classes & Exam**

Contact LAR for class list and schedule of times. Student must register and make payment with FloridaRealtors.

Instructor: FAR GRI Instructor, Time: Varies, Cost: \$300

February 3: **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

Time: 9am—12pm/* 3 CE Credit

Cost: \$21*

February 8: **Quadrennial Code of Ethics** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Jean Dorazio

Time: 9am—12noon / * 3 CE Credit

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

February 9: **New Member Mentoring I: Business Plan/Budget/Taxes:** Class to assist new members with learning to create a business plan and to budget their business income and expenses.

Instructor: Cathy Esses, Broker & Tammy Osborn, Tax Expert

Time: 9am—11:30am

February 15: **MLS Advanced** Take MLXChange to the next level! This class will show you how easy it is to create your own search templates, customizing columns, and how to setup and save searches for quickly finding foreclosures, fixer uppers, and any other often used search. In addition we will show you how to change your default settings and create custom links to your favorite website from within MLXchange.

Instructor: MLS Trainer

Time: 9am—12noon/ Non-CE

February 15: **MLS iMapp** In this class you learn how to use the tax search features of MLXChange, and access iMapp's interactive maps, tax data, comparables and auto-valuations, and easily create labels for your favorite area.

Instructor: MLS Trainer

Time: 1pm—4pm / Non-CE

February 20: **BPOR Certification** Evaluating property values depends more than ever on professional expertise and competence, the best use of technology, and a commitment to approach the valuation assignment from all pertinent perspectives. "BPOs: The Agent's Role in the Valuation Process" is specifically designed to help residential real estate agents and brokers enhance their skills in creating BPOs, reducing risk, and applying alternative valuation methods.

Instructor: IFREC

Time: 8:30am—5:30pm / *7 CE Credits

Cost: \$169 (additional One-time Application Fee Required)

February 24: **FAR CE Express ICE Program: Tax Law Changes** At course completion, students will be able to: Explain to the consumer the tax consequences regarding changes in tax rules affecting individuals, help consumers learn tax rules affecting their transactions as applied by other related practitioners such as closing agents and qualified intermediaries, and provide highlights to individual, estate, and retirement provisions in the tax regulations.

Instructor: FAR CE Express Instructor

Time: 9am—12noon / *3 CE Credits

Cost: \$20

MARCH

March 8: **New Member Mentoring II Finance/Title:** Class to assist new members with learning today's financing/title options for their clients.

Instructor: Mortgage & Title Company

Time: 9am—11:30 am

March 14: **Quadrennial Code of Ethics** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Linda Leonard

Time: 1pm—4pm / * Non-CE

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

March 16: **FAR CE Express ICE Program: Meeting the Needs of Challenging Clients** Students at the completion of the course will be able to: identify the major causes of conflict, avoid "roadblocks" to communication, set the stage for profitable discussion of the conflict/problem, brainstorm mutually acceptable solutions to the conflict/problem, and produce a consensus based solution that meets the interests/needs of all involved parties.

Instructor: Patti Kethcam, FAR CE Express Instructor

Time: 1pm—4pm / *3 CE Credits

Cost: \$20

March 20: **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

March 20: **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

Fair Housing Month

April 11: **Quadrennial Code of Ethics** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Jean Dorazio

Time: 9am—12noon / * 3 CE Credit

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

April 12: **New Member Mentoring III Farming/Marketing:** Class to assist new members with learning how to farm using demographics/generational marketing.

Instructor: Tom McGlamory

Time: 9am—11:30am

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

April 17: **MLS Professional CMA** Every agent needs to know how to create a Comparable Market Analysis. This class will walk you through tips and tricks on creating a professional CMA, importing tax data and customizing, deciding which pages to include, and customizing your coversheet.

Time: 9am – 12noon

April 17: **MLS Custom Reports** This course is designed to give the user the ability to design their own reports for MLXChange. If you have every wished that a certain report was laid out slightly differently or that certain fields were included or removed, this class will give you the power to design it as you see fit.

Time: 1pm - 4pm

April 18: **Craig Grant Tech Workshop** This class is intended to help any REALTORS, no matter what their tech knowledge or skill level, learn how to properly utilize & leverage technology to be a more efficient & better REALTOR. It covers how and what technology products to buy, how the REALTORS can market themselves online, how to sue a social networking, blogging, listing syndication, smart phones, VOIP phones, e-fax, contact management &/or CRM systems, e-mail marketing and much more.

Morning: **Tech Toolbox**

Afternoon: **Run a Consumer Friendly Realty Website**

Time: 8:30am—5:30pm / *7 CE Credits

Cost: All Day \$44 Half Day \$25

April 25: **FHA 203k . . . Economic Stimulus for Your Business** With all the bank-owned, foreclosure, short sale and aging properties on the market, the FHA 203k program is the fastest growing program in the country. The real estate professionals who attended this class will learn how to increase sales and listings using this special program. Limited Seating . . . Advanced Registration Required!

Instructor: Andy Wood, HUD Certified 203k Instructor

Time: 9am—12noon / *3 CE Credits

Cost: \$20

April 27: **FAR CE Express ICE Program: Identity Theft: Protecting Your Customer** Students will be able to: Identify steps to take to keep their office secure, conduct a background check on a potential buyer or renter for one of their customers, list steps to take to keep themselves, their customers and customer's personal information safe during an open house, list ways to keep their personal information (contained in their wallet or purse) safe, identify the elements of identity theft and show their customers how not to be victimized, identify scams and cons and describe how to avoid them, and list steps to take should they or their customer become a victim.

Instructor: Andrew Wooten, FAR CE Express Instructor

Time: 9am—12noon / *3 CE Credits

Cost: \$20

MAY

May 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

May 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

May 16: **Quadrennial Code of Ethics** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Linda Leonard

Time: 1pm—4pm / * Non-CE

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

May 17: **New Member Mentoring IV Tech/Construction/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: Jen Lysak/Paul Trimble/Charlene Balleine

May 24: **GRI 2 Virtual Classroom Begins—10 Classes & Exam**

Contact LAR for class list and schedule of times. Student must register and make payment with FloridaRealtors.

Instructor: FAR GRI Instructor, Time: Varies, Cost: \$250

May 31: **FAR CE Express ICE Program: Conflict Resolution for Realtors** Students will navigate the steps of first understanding the conflict and recognizing the actual problem, solving the predicament, and finally putting everything together as it applies to real estate.

Instructor: FAR CE Express Instructor

Time: 1pm—4pm / *3 CE Credits

Cost: \$20

JUNE

June 13: **Quadrennial Code of Ethics** REALTORS must fulfill the NAR Ethics Training once every four years. This session will help you handle difficult situations with proper ethical behavior. Includes new updated changes to the code.

Instructor: Jean Dorazio

Time: 9am—12noon / * 3 CE Credit

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

June 19: **MLS Design Web Pages** The most crucial components in today's real estate agent's day-to-day business are capturing and handling their leads and time management. This course teaches the agent how to setup your personal agent website and client web page. Contact management and scheduling features that go hand-in-hand with a successful real estate business is also covered.

Time: 9am—12noon

June 19: **MLS Time & 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

June 29: **FAR CE Express ICE Program Negotiating Skills for Today's Real Estate Professional** Student will 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 the results; explain merit based negotiation and how beginning with a desired outcome improves the well-being of all participants; list 5 power positions and how each can be used in a specific negotiation to achieve the desired outcome; demonstrate 6 negotiating tactics that benefit the parties to the negotiation.

Instructor: FAR CE Express Instructor

Time: 1pm—5 pm / * 4 CE Credits

Cost: \$20

MLS classes are free and instructed by a MFRMLS Trainer. You must register online with MFRMLS.

All classes subject to change without notice

**Non-Member Pricing will Apply*

Rev. 01/17/12



"Our 2012 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 Partner 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 – 2012 Education Committee Chairman

REALTORS Federal Credit Union

Professional Development Line of Credit

Lending a hand to set you apart from the competition

Set yourself apart from the competition with a line of credit from **REALTORS Federal Credit Union**. You can use this line of credit to pay for classes with REALTORS University, state licensing requirements, conference expenses or your Annual Dues.

REALTORS FCU is there to assure that you can get the financing you need to further your career. Open a REALTORS FCU [eChecking Account](#) for an easy payment option with your credit line. You can transfer money from your credit line to your debit card to easily and quickly pay for classes.

It's time for you to get ahead.
We're here to lend a hand.



Florida Realtors®
This year earn the
GRI Designation:



The Graduate, REALTOR® Institute (GRI) designation is a powerful tool to attract and build new business.

You'll increase your skill level across the entire landscape of real estate with in-depth training in legal and regulatory issues, technology, professional standards, and the sales process.

Why become a GRI designee

Earning a GRI can make a difference in your business and potentially boost your income. REALTORS® with the designation:

- Based on the 2011 survey data, the median income of REALTORS without a designation was \$26,900 and the median income of those with at least one designation was \$49,300. A difference of \$22,400.
- Reported an increase in referrals in the first year after they obtained their designation.
- Are better able to serve and protect their increasingly sophisticated clients because of their understanding of new technology, laws, and procedures.

LAR will be offering the GRI program in 2012, this will be in a Virtual Classroom format starting with GRI 3 in February, GRI 2 in May, and GRI 1 in September. Take advantage of this great educational opportunity to earn your GRI designation this year! Contact LAR to find out more.

For more info go to: <http://www.floridarealtors.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 Mindy Emerson, mindyemerson@gmail.com, phone 863-669-0528.

CID Luncheon:

LAR's Commercial Industrial Division Monthly Luncheon is the 1st Thursday of the month, normally located at Cleveland Heights Golf & County Club, starts 11:30 am. Please contact Mary Ann Clifford, mclifford@lakelandrealtors.org to reserve and verify event location.

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