



MINNEAPOLIS AREA Association  
of REALTORS®

Education and  
Professional Development

# Course Catalog



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# Mission and Vision Statement

## History

It may not be readily apparent at the end of a typical real estate transaction, but the Minneapolis Area Association of REALTORS® (MAAR) has been there from the beginning. The association provides a solid foundation for an organized real estate market, a market that provides Realtors® the opportunity to build a thriving business.

Established in 1887, MAAR is the leading regional advocate and provider of information services, research and education on the real estate industry for brokers, real estate professionals and the public. With more than 7,000 members, MAAR is the largest local association in Minnesota and one of the 29 largest local REALTOR® associations in the nation and serves the Twin Cities 13-county metro area and western Wisconsin.

## Our Value Proposition

MAAR supports an organized real estate environment and provides local REALTORS® with essential market information, educational resources, a trusted networking community, an effective industry voice and strong leadership for greater professional success.

## Our Mission

To provide the resources and leadership for REALTORS® to succeed.

## Our Vision

To be the local real estate resource for a global market.

## Education Policies

The Minneapolis Area Association of REALTORS® provides an environment in which people of varied backgrounds can learn and grow through shared experiences. We welcome all students and applicants without regard to race, color, creed, religion, ancestry, national origin, gender, sexual orientation, or disability.

## MAAR Staff Members

### CEO/Association Executive

Bill Wald

### Community Affairs

Donnie Brown

### Education and Events

Kevin Amundsen

### Education and Professional Development

Bruce Christman

Kelly Hanson

Lacy Schuldt

### Executive Administration

Katie Lewis

### Finance

Ione Bullis

Mohamed Farrah

Steve Engelkes

### Marketing and Communications

Ashley Chambliss

Erin Milburn

Ross Auger

### Membership Services

Kelly Twaddle

Heather Chermak

Linda Stoeckicht

Robyn Barziza Chargo

Roxanne Pengelly

Sheila Manley

Cheri Paquette

### Research and Economics

David Arbit



## Class Investment

Individual Student Investment:

1 Credit | \$13.00

1.5 - 2 Credits | \$26.00

2.5 - 3.75 Credits | \$39.00

## Online Courses

All online CE courses are available through CE Shop. You can register for online classes through our website at [www.mplsrealtor.com](http://www.mplsrealtor.com).

Select Education

Select Online Classes

Select Enter CE Shop

Register

## Online Designation Courses

Designations allow you to: add prestige to enhance your professional image, gain new expertise, acquire specialized knowledge, increase your value, increase your marketability, increase your proficiency, and increase your productivity.

You can register for online Designation Courses via [onlinelearning.realtor.com](http://onlinelearning.realtor.com).

[Hover Over Online Courses](#)

[Select All Courses](#)

## Education Department Information

All correspondence and phone calls concerning classes and education should be directed to the Department of Education

Minneapolis Association of REALTORS®  
5750 Lincoln Drive  
Edina, Minnesota 55436  
Phone: 952-933-9020  
email: [lacys@mplsrealtor.com](mailto:lacys@mplsrealtor.com), [brucec@mplsrealtor.com](mailto:brucec@mplsrealtor.com) or [kevina@mplsrealtor.com](mailto:kevina@mplsrealtor.com)

When writing, inquirers should be sure to include their full name, address with zip code and phone number.

The Department of Education Office is located at 5750 Lincoln Drive, Edina, MN 55436. Hours of operation are 8 a.m. to 4:30 p.m., Monday through Friday. Please contact us for information on courses and programs.



# Program and Class Assessment

The program to assess student learning is an integral part of Minneapolis Area Association of REALTORS® (MAAR) commitment to excellent teaching and effective learning. The assessment effort is sustained by the instructors and is fully supported by the administration. Information is systematically collected and examined both to document and improve student learning. The assessment program itself is routinely updated, and the information gained from the assessment process becomes part of on-going curriculum development.

The Education Committee, which oversees the student outcomes assessment programs of MAAR, consists of the Director of Education and Professional Development, the Education Coordinator and professionals within the Real Estate industry. The committee is chaired by a current licensed Realtor.

Students are asked from time to time to participate in testing, surveys, interviews, or other methods of collecting data for assessment purposes.

## Class Sign-Up Procedures

Candidates for classes should complete the following steps:

1. Class sign-up is available at [www.mplsrealtor.com](http://www.mplsrealtor.com) or by contacting the Department of Education at 952-933-9020.
2. Each applicant must make a payment to reserve a place in the class. Payment may vary depending on class credits and hours.
  - This confirming payment is refundable when a requested cancellation is received 24-hours prior to the class date. Applicants canceling after the 24-hour cancellation period will be charged for the class and no refunds will be given.

# 1-Hour CE Courses

## Infosparks For REALTORS® (1 CE)

Instructor: David Arbit

Course Description: It's not just about what's happening, it is also about why it's happening. Aggregated, metro wide headline figures are well and good, but activity can differ dramatically by area and market segment. The course will include a demo of the new interactive reporting tools and attendees will better understand how to utilize housing statistics and resources available. This will in turn help attendees inform consumers on the trends that are occurring in local markets and give context to what they're hearing in the news, with the objective of better decision-making and outcomes for families and communities. Statistics are a vital tool that agents can use to help the consumer more accurately price their homes, make educated and competitive offers, and understand their position in the market today whether they're buying or selling. Housing statistics help ensure that the market analysis and research conducted by agents makes sense within the greater marketplace. Statistics are also essential to annual business planning. Being able to understand the numbers helps agents remove uncertainty about the market for themselves and the consumer.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## Appraiser Friendly Listings (1 CE)

Instructor: Zoe Liston

Course Description: A common obstacle in getting a mortgage approved and eventually a property transaction to close is the appraisal. However, there are simple things that can be done by the REALTORS® in the actual property listing in MLS to prevent or minimize this obstacle and help both the buyer and the seller reach their desired outcome. This session will provide useful and simple tips that will benefit the consumer on the overall process of the transaction.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## Measuring For Accuracy (1 CE)

Instructor: Zoe Liston

Course Description: You just signed a listing, now you have to gather information to put it in MLS. But, how do you know how big the house is? How much finished square footage does it have? What does 'finished' really mean? What's the definition of BelGrdFinSqFt? What tools do you need to measure the house? This is a 1 hour version that quickly answers all your measuring questions.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## New Consumer Focused MLS Tools (1 CE)

Instructor: Zoe Liston

Course Description: An overview and demonstration on how to use the MLS Tools: Trust funds, HomeSnap, and TLC.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.



## **Five Things You Can Do To Help Your Client's Appraisal (1 CE)**

Instructor: Zoe Liston

Course Description: Your job as a listing agent doesn't end with a signed PA. The appraisal still has to be done for the sale to close. Find out how an appraiser thinks when observing the home, what information you can provide, how to prepare the home before the appraiser arrives, and what you need to know as a selling agent or listing agent about FHA appraisals.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **Five Things Every Old-House Buyer Should Know (1 CE)**

Instructor: Zoe Liston

Course Description: There are buyers every day that dream of a vintage home. Maybe they picture themselves in a Classic Victorian or Midwest Craftsman. Once they buy it and want to remodel they often struggle to find a qualified contractor or where to purchase period pieces for the property. As a real estate agent you can be a valuable resource for them. This overview course will provide an introduction to the topics of concert to the Old House Buyer.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **Agency (Agency Law In Minnesota) (1 CE)**

Instructor: Deb Greene

Course Description: In Agency you will look at Minnesota Agency law and related fiduciary responsibilities. The program also includes a look at confusing issues Realtors® face when working with buyers and sellers.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **Fair Housing (1 CE)**

Instructor: Deb Greene

Course Description: This one-hour program reviews the various federal and state protected classes and related Realtor® Duties. This course will also provide a look at demographic changes in the real estate market, homeownership trends and a review of fair housing court cases involving real estate.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **RPR Advanced: Hitting The Bull's Eye With Perfect Pricing (1 CE)**

Instructor: Zoe Liston

Course Description: This course will provide REALTORS® with background information on Automated Valuation Models (AVMs) and REALTOR Valuation Models (RVM®). The course will provide details on using RPR to better serve home buyers and sellers using key features such as the Comp Analysis tool, chart and graph comparisons and the Investment Analysis Tool.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **RPR Advanced: 10 Powerful Ways To Earn More Business Than Your Competition (1 CE)**

Instructor: Zoe Liston

Course Description: This course will review the most commonly used features of Realtors Property Resource (RPR®) and explain how to use these features to better serve home buyer and sellers. The course will include detailed reviews of several features including Comp Analysis, Searching Distressed Properties, Mapping Tools, Market Activity Reports, Neighborhood Reports, Investor Tools and Valuing Home Improvements. It will also include a review of RPR's Commercial Application.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **RPR Advanced: Impress Clients And Close More Deals (1 CE)**

Instructor: Zoe Liston

Course Description: This course will review the importance of using detailed analytical data to assist home buyers and sellers. The course will include an overview of the role of Automated Valuation Models (AVM's) and the REALTOR® Valuation Model (RVM®) in pricing a property. The course will review how to use RPR tools such as neighborhood and census group information, school information and market activity to generate detailed reports and help buyers and sellers make informed consumer decisions.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

## **How to Read an Appraisal (1 CE)**

Instructor: Zoe Liston

Course Description: Has your client ever asked you to explain their appraisal for them? Do you know how to do that? Learn how to locate fields on the appraisal, where the data is derived from. Do you know what all the codes that started appearing a few years ago (Q2, C3, 1rr1br0.1ba0o) mean? This class will go through a standard mortgage appraisal to educate Realtors on how fields are recorded, terminology, and decipher appraisal codes.

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.





## Condos 101 (1 CE)

Instructor: Tim Ferrara

**Course Description:** This course teaches Realtors the unique laws and forms relating to the condos and townhome market. Attendees will also learn the steps to correctly list and sell condos and townhomes, as it is typically differs from dealing with single family homes.

**Course Objectives:**

- Attendees will learn about compliance and specific laws when selling a townhome or condo
- Attendees will learn the difference between a townhome and a condo
- Attendees will learn the importance of the required association documents including explanations of just what these documents are and their relevance plus where to find/obtain them

This course has been approved by the Minnesota Commissioner of Commerce for 1 hour of Real Estate Continuing Education.

# 2-Hour CE Courses

## The Proof Is In The Numbers (2 CE)

Instructor: David Arbit

**Course Description:** This course will help real estate agents better understand and utilize housing statistics and resources available from a variety of sources. The purpose of this class is to help agents inform the consumer on the trends that are occurring in local markets and give context to what they're hearing on the street. Statistics are a vital tool that real estate agents can use to help the consumer more accurately price their homes, make educated offers, and understand their position in the market today - whether they're buying or selling. Housing statistics help ensure that the market analysis and research conducted by agents makes sense within the greater marketplace. Statistics are also essential to annual business planning. Being able to understand the numbers helps agents remove uncertainty about the market for themselves and the consumer.

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of Real Estate Continuing Education.

## Showing Time Complete (2 CE)

Instructors: Barbara Zadeh and Karen McKay

In this 2-hour class you will learn all about the Showing Time showing management system so you will be able to easily schedule showings and keep track of activity on your listings. You will learn how to use the desktop portal of the software as well as the mobile app for Apple iOS or Android devices.

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of Real Estate Continuing Education.

## How to Read an Appraisal II (2 CE)

Instructors: Zoe Liston

Has your client ever asked you to explain their appraisal for them? Do you know how to do that? Learn how to locate fields on the appraisal, where the data is derived from. Do you know what all the codes that started appearing a few years ago (Q2, C3, 1rr1br0.1ba0o) mean? This class will go through a standard mortgage appraisal to educate Realtors on how fields are recorded, terminology, and decipher appraisal codes. Knowing more about appraisals can also help you determine if a house will appraise for purchase price, or if an appraisal has some flaws and might warrant being contested for your client.

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of Real Estate Continuing Education.

## Agency & Fair Housing (2 CE)

(This is separate from the 1 hour Agency and 1 hour Fair Housing)

Instructors: John Anderson, Deb Greene, and Jim Dattalo

Course Description: Meet both your Agency and Fair Housing requirements in one course. In Agency you will look at Minnesota's Agency law and related fiduciary responsibilities. Fair Housing will review the various federal and state protected classes and related Realtor duties. This course satisfies the 1 hour of Agency and 1 hour of Fair Housing required by the Department of Commerce every licensing cycle for licensees.

Course Objectives:

- Attendees will have a better understanding of Agency Law as it applies in Minnesota.
- Attendees will have a better understanding of protected classes under state and federal law.
- Attendees will be able to identify when a law is being broken by other agents in the industry.

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of Real Estate Continuing Education.

## HomeSpotter App 101 (2 CE)

Instructors: Barbara Zadeh and Karen McKay

**Course Description:** Use the Northstar MLS HomeSpotter app like a pro when out in the field with clients. Whether you are at a listing appointment and need to check on a comp or out with buyers trying to find details about a home you are showing, the HomeSpotter app has you covered. In this class you will learn how to effectively use this app to better serve your clients. You will also learn how to use the client version of the app and how to communicate with your clients through the app. This 2 hour class is hands-on so bring your mobile devices.

**Learning Objectives:**

- Understand how to navigate the app screens
- How to access your carts, saved searches, and client information
- How to save properties to a cart for easy access
- How to share a property listing with clients
- How to schedule a showing from the app
- How to access Realist tax information on properties
- How to draw use all methods for searching for properties
- How to use the HomeSpotter feature
- How to use the Client version of the app
- How to share a property with clients thru the app

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of Real Estate Continuing Education.

## 2.5-Hour CE Courses

### Pathways to Professionalism: Code of Ethics 2017-18 (2.5 CE)

Instructor: Deb Greene | John Anderson

**Course Description:** The NAR Code of Ethics is the foundation of separating REALTORS® from licensees. It isn't restrictive but a solid foundation for working with clients, the public, and other REALTOR® professionals.

This course has been approved by the Minnesota Commissioner of Commerce for 2.5 hours of Real Estate Continuing Education.

### Infosparks II: Sharpening The Data Sword (2.5 CE)

Instructor: David Arbit

**Course Description:** Already feeling confident with navigating the basics of Infosparks? Then it's time to hone your edge. This course will allow us to take deeper dives into specific geographic areas and market segments to tell the whole story. We'll discuss advanced use cases, learn how to share raw data, touch on blog integration, do small group breakouts and help you become the leading expert in your marketplace. Plus, as always, we'll have lots of fun with data.

This course has been approved by the Minnesota Commissioner of Commerce for 2.5 hours of Real Estate Continuing Education.



# 3.00 Hour CE Courses

## Matrix Pro (3 CE)

Instructor: Zoe Liston

Course Description: Already know the basics of Matrix? Now learn more features. Create and save a CMA. Learn how to search for comparable properties. Increase your efficiency by creating custom displays that let you see and sort features not on the normal display. Learn where to find statistics.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

## Representing Buyers Like a Pro (3 CE)

Instructor: Jim Dattalo

Course Description: Ever wonder how some agents seem to have so much luck with buyers? It isn't luck, its preparation. Agents prepared to win the business are able to explain the value of buyer representation to consumers and are better positioned to work with buyers. You, too, can be that kind of agent! Learn tips for explaining forms to potential clients (Buyer Representation, Agency Disclosure and the Purchase Agreement), getting them to "sign on the dotted line," and how to avoid common mistakes that could cost your business and your clients their dream home.

THIS CLASS WILL MEET YOUR 1-HOUR AGENCY REQUIREMENT

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

## Make Your Listing Appraiser Friendly (3 CE)

Instructor: Zoe Liston

Course Description: A common obstacle in getting a mortgage approved and eventually a property transaction to close is the appraisal. However, there are simple things that can be done by the REALTOR® in the actual property listing in MLS to prevent or minimize this obstacle and help both the buyer and the seller reach their desired outcome. This session will provide useful and simple tips that will benefit the consumer on the overall process of the transaction.

THIS CLASS WILL MEET YOUR 1-HOUR AGENCY REQUIREMENT

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

### **Wake Up, Shift Happens! (3 CE)**

Instructor: David Arbit

Course Description: The only constant in our real estate market is change. The way to be prepared is to understand the reasons behind the changes. In an interactive, small group setting, you will investigate: recent shifts in the Twin Cities real estate market, projections for the Twin Cities real estate market and changes in today's real estate consumer. You'll leave feeling like a budding economist armed with the answers to the important questions of a changing, shifting real estate market.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

### **Social Strategies: Facebook (3 CE)**

Instructor: Rob Mehta

Course Description: Consumers will receive a higher level of knowledge, service, and advice from the real estate professionals who more clearly understand the communication process available through Facebook as a medium. This course will provide the REALTOR® with the tools necessary to communicate with the consumer.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

### **Social Strategies: LinkedIn/Twitter (3 CE)**

Instructor: Rob Mehta

Course Description: Social Strategies: LinkedIn/Twitter: Consumers will receive a higher level of knowledge, service, and advice from the real estate professionals who more clearly understand the role of LinkedIn and Twitter and the value it brings to communication with their clients.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

### **Social Strategies: Working In The Cloud (3 CE)**

Instructor: Rob Mehta

Course Description: Consumers will receive a higher level of knowledge, service and advice from the real estate professionals who more clearly understand the tools available to them and the implementation of those resources in assisting and communicating with their clients in the real estate transaction.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.



## Using RPR To Better Serve Buyers And Sellers With Data And Analytics (3 CE)

Instructor: Zoe Liston

Course Description: The student will learn how to utilize RPR® (Realtor Property Resource) as a tool for applying integrated data sources to better serve home buyers and sellers. The course will include an overview of specific features such as property history, value refinement, market activity, and neighborhood information. The course will also include information on how create a CMA, and utilize chart and graph comparisons to educate consumers, and explore the RPR Investment Analysis Tool. Finally, the course will include an in-depth review of RPR® Mobile.

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

## Instanet and Authentisign Complete (3 CE)

Instructor: Barbara Zadeh  
Karen McKay

Course Description: In this class you will learn all about the Instanet TransactionDesk software available through NorthstarMLS so you will be able to easily manage all aspects of your real estate transactions to best serve your clients needs. From purchase agreement to closing you will be able to find the right forms, set them up for digital signing through Authentisign, and disperse them to the appropriate parties to your real estate transactions. We'll show you all about using the system on your computer and through your mobile devices. This 3 hour class is hands-on so bring your laptop and mobile devices.

Learning Objectives:

- Learn how to set up a transaction in Transaction Desk
- Learn how to setup and use transaction templates
- Add contacts and forms to your transactions
- How to use the autofill feature
- The difference between a form and document
- How to import documents and forms that are not a part of the forms database
- How to email forms to clients and agents for review
- How to set up custom clauses for your forms
- How to use the Authentisign system to send forms to be digitally signed
- How to use Authentisign in the field with an in-person signer on your laptop or tablet

This course has been approved by the Minnesota Commissioner of Commerce for 3 hours of Real Estate Continuing Education.

# 3.75-Hour CE Courses

## **Identity Theft Prevention for Real Estate Professionals: Protecting Your Buyers, Sellers, and Yourself (3.75 CE)**

Instructor: Meg Chiodo

The objective of this course is to provide real estate professionals with an understanding of how big of a problem identity theft has become, methods used to steal identity, the effects that identity theft has on real estate consumers, the impact it has on its victims, and the resources available to assist the consumer.

This course is has been approved by the Minnesota Commissioner of Commerce for 3.25 hours of Real Estate Continuing Education.

## **Professionalism: Code of Ethics 2017-18 (3.75 CE)**

Instructor: Jim Dattalo

Course Description: Professionalism and ethics are extremely important in real estate. Real estate agents run a business and represent all of their fellow agents as well as their brokers in the industry. We will cover ethics, working with the modern buyer and seller, and discussing the code of conduct and the form which is needed at showings with the buyer and seller.

THIS COURSE WILL ALSO FULFILL YOUR NAR CODE OF ETHICS STANDARD FOR THE 2017/18 CYCLE.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Required Module: Residential Contracts (3.75 CE)**

Instructor: John Anderson | Jim Dattalo | Deb Greene | Pat Paulson

Course Description: This class will explore contracts and forms related to the Minnesota real estate transactions. Special emphasis will be placed on the contract issues that come up in day-to-day business so agents will be better equipped to serve buyers and sellers after instruction on what is contractually required. (This Module Also Satisfies the 1-Hour Broker Module Requirement.)

Examination: Course will include its own 20-question examination, chosen from an associated bank of 50 questions. The 70% passing score for the examination will be 14 correct answers. (6% of 3.75Hr = 31Min/Classroom or 37Min/Internet)

Examination: Course will include its own 20-question examination, chosen from an associated bank of 50 questions. The 70% passing score for the examination will be 14 correct answers.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.



## **Purchase Agreements That Get Results (3.75 CE)**

Instructor: Jim Dattalo

**Course Description:** In the world of real estate, purchase agreements are written every day. Unfortunately, mistakes are made and these mistakes can have an impact of the real estate consumer. While the mistakes are just that, the effect on the consumer is still the same. Forms change on an annual basis and even the most experienced licensee can make mistakes. Learn how to identify the most common mistakes and avoid them. Discover ways to work with your buyer client to create a purchase agreement that packs a punch and gets accepted. Master the world of addenda and contingencies to protect the interest of your client.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Matrix: Let's Get Started (3.75 CE)**

Instructor: Zoe Liston

**Course Description:** Are you new to using the MLS or in need of a refresher? This is the class for you. Mastering the use of the MLS is critical to your success as a REALTOR®. Leave this class with the skills you need to begin making the most of the MLS and service your client.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Size Matters 2 (3.75 CE)**

Instructor: Zoe Liston

**Course Description:** You just signed a listing, now you have to gather information to put it in MLS. But, how do you know how big the house is? How much finished square footage does it have? What does 'finished' really mean? What's the definition of BelGrdFinSqFt? What tools do you need to measure the house? What's with the sloped walls on a 1.5 story? Ever wondered about lot sizes? This is a comprehensive course about how to measure a house, how to calculate finished square footage, what tools to use, etc.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Strategic Negotiator (3.75 CE)**

Instructor: Jim Dattalo

**Course Description:** This class is designed to help real estate licensees better prepare their skills in negotiations to provide the optimum service to today's buyers and sellers. It will review pertinent information to include in the listing contract and buyer representation agreement as well as exploring online marketing techniques and required disclosure. This class includes a wealth of information to help agents polish their skills in negotiations to help ensure they are meeting the needs of their real estate clients and customers.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.





## **Making Magic With Millennials (3.75 CE)**

Instructor: Deb Greene

Course Description: Course Description: In this course, you will learn about improving your communication skills and enhancing your interaction with millennial age clients, agents and staff. Build a thriving business with the newest group of home buyers and agents, learn how to negotiate and advocate for the millennial buyer. Create a successful mindset and marketing strategies to connect with the millennial home buyer.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Mind Your Own Business (3.75 CE)**

Instructor: Rob Mehta

Course Description: Many REALTORS® get in the business with bright eyes and believe the business will simply flow their way. Proper planning and execution are seldom a major concern of real estate professional-both and experienced in the business. This course is designed to better prepare the REALTOR® for the financial roller coaster of a real estate business. This course is also designed to give you the tools to “mind your own business.”

Learning Objectives:

Students who attend this class will be able to:

- List key financial concerns of a modern real estate business
- Identify the 4 key components of a successful real estate business
- Communicate effectively with today's real estate consumer
- Identify resources needed to build a successful budget
- Recognize risk factors and risk reduction steps available

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

## **Social Strategies 2017 (3.75 CE)**

Instructor: Rob Mehta

Course Description: Social media is changing the way the world is communicating. Internet tools are offering enhanced avenues for real estate agents to communicate more effectively and market their services to buyers and sellers. This class will offer instruction of effective methods for real estate agents to use with today's new generation to offer a higher level of service and be in a better position to offer real estate advice using social media.

Learning Objectives:

Students who attend this class will:

- Have an understanding the Social Media platforms that exist today;
- Learn about various Internet tools that are available to reach today's modern consumer real estate services;
- Learn how online marketing can enhance communication and help provided expanded services to buyers and sellers;
- Learn social media strategies and best practices for engaging consumers

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.



## Listing With Confidence (3.75 CE)

Instructor: Jim Dattalo

**Course Description:** Understanding your seller's needs is important to provide top notch service. In this course you'll learn how the needs of differing generations, personalities and situations play a role in your listings. We'll also dive into customizing your pre-listing presentations to satisfy your consumers needs. Through small group and interactive activities attendees will master presenting their listing agreements with confidence and poise so that their consumers feel comfortable and confident. There are many take aways offered in this course, in addition to mastering a listing presentation you will also know how to prepare and present a Net Process Sheet. It doesn't matter how many listings you've done, the industry and seller's needs never stop changing. By taking this course it will ensure you're keeping up with all the changes you and your clients are facing.

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of Real Estate Continuing Education.

# Certification & Designation Courses

## ABR® Designation Course V2.2 Course Description (REBAC)

Instructor: Deb Greene

**Course Description:** The goal of the 2-day ABR® Designation Course is to establish a foundation of training, skills and resources to help real estate professionals succeed as a buyer's representative. Students learn to:

- Build a buyer-representation business
- Value the services you perform on behalf of buyer-clients
- Increase confidence to work toward a signed buyer representation agreement
- Gain methods, tools, and techniques to provide the support and services that buyers want

## Generation Buy (REBAC)

Instructor: Deb Greene

**Course Description:** At any given time, today's real estate professionals may be working with four generations of real estate buyers: Millennials, Generation X, Baby Boomers, and Matures. So how do real estate professionals assess the distinct wants and needs of these generations and nurture real estate client relationships for a lifetime? Say hello to Generation Buy. In this one day course, students will examine the characteristics of these home buying generations and evaluate their expectations (expectations of the agent and the transaction) as well as communication preferences. As a turnkey resource, this course offers generation specific marketing tools, networking tips, scripts, and counseling strategies to help real estate professionals formalize their agency relationships.

Generation Buy is an approved elective for the Accredited Buyer's Representative (ABR®) designation.



## Senior Real Estate Specialist - SRES® Designation

Instructor: TBA

Course Description: The SRES® Designation course helps real estate professionals develop the business-building skills and resources for specialization in the 50+ real estate market by expanding knowledge of how life stages impact real estate choices, connecting to a network of resources and fostering empathy with clients and customers.

### NAR e-PRO® Certification: Day 1

Instructor: Rob Mehta

Course Description: Day 1 of NAR e-PRO® certification program helps real estate professionals understand how to leverage digital marketing theory and technologies in their day-to-day marketing efforts as well as streamline real estate transaction processes using customer relationship management (CRM) systems and transaction management platforms. As a digital marketing primer, this course explains today's consumers and how real estate professionals can connect with them via relevant content, agent ratings and reviews in addition to search engine marketing (SEM) and search engine optimization (SEO) strategies.

### Green Day 1: The Resource-Efficient HomeRetrofits, Remodels, Renovations and New Home Construction

Instructor: Deb Greene

Course Description: Resource-Efficient Home: Retrofits, Remodels, Renovations, and New Home Construction covers the distinguishing characteristics that make a home resource thrifty. The course looks at why consumer demand for these homes is increasing and how both the homes and consumer expectations impact the market. The course prepares real estate professionals to provide advice and sources of information to help homeowners improve the resource efficiency of their homes from low-cost fixes and DIY projects to retrofitting and replacing systems to big -budget remodeling projects. The course also looks at constructing a new, resource-efficient home and the value that real estate professionals can bring to the design and build team.

### Green Day 2: Why All Clients Are Green And How To Represent Them

Instructor: Deb Greene

Course Description: Why All Clients Are Green and How to Represent Them, the second course in the designation program sequence, focuses on applying your knowledge of resource-efficient, smart and certified homes and adapting your core real estate skills to build business success in the niche market for resource-efficient homes.

### Military Relocation Professional Certification Course V 1.2 MRP

Instructor: Deb Greene

Course Description: The goal of Military Relocation Professional Certification Course is to educate real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs as sellers or buyers and take full advantage of military benefits and support. Students will learn how to provide the real estate services—at any stage in the service member's military career—that meet the needs of this niche market and win future referrals.



**Home Sweet (Second) Home: Vacation, Investment, Luxury Properties  
Resort & Second-Home Property Specialist (RSPS)**

Instructor: Deb Greene

Course Description: Over 1/3 of all home sales are either vacation or investment properties. Demonstrate that you have the skills and knowledge needed to be the resource for these transactions by earning the NAR RSPS (Resort and Second-Home Property Specialist) Certification. This one-day course from NAR is designed to teach the essentials of buying, selling, and managing resort properties and second homes for recreation, investment and development. Help clients evaluate and select the type of property, form of ownership and financing options. Identify strategies for building a rental business or assessing the investment value of a property. Understand the IRS guidelines for tax treatment of second-home vacation and investment properties. Use market statistics and trends to develop a business plan.

**ABR® Designation Course V2.2 (REBAC)**

Instructor: TBA

Course Description: This professional development program will explore several key areas and components within and outside of the real estate industry. Outside speakers are brought in to explore entrepreneurial, teamwork, and leadership topics. A research topic is selected and explored within a group setting and presented to the MAAR Board of Directors at the end of the program.

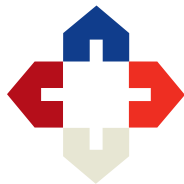
**Pricing Strategies: Mastering the CMA Course (6.5 CE)**

Instructor: Rob Mehta

Course Description: The Pricing Strategy Advisor (PSA) certification is specifically designed to enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values. To obtain the certification agents will have to complete two, one-hour webinars at no additional cost.

For more information on this certification please go to <http://www.realtor.org/designations-and-certifications/psa>.





MINNEAPOLIS AREA Association  
*of* REALTORS®

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