



MINNEAPOLIS AREA Association  
of REALTORS®



# Course Catalog

Business Development and Learning  
2018 Edition

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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 8,000 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

Providing the resources and leadership for REALTORS® to succeed while promoting stronger, sustainable communities.

## Our Vision

To ignite professional success and grow vibrant communities as the expert resource and trusted leader in the residential real estate industry.

# 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

### **Business Development and Learning**

Kelly Hanson  
Lacy Schuldt  
Sheila Manley

### **Executive Administration**

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Ashley Chambliss  
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### **Membership Services**

Cheri Paquette  
Kelly Twaddle  
Kelly Bellomy  
Linda Stoeckicht  
Mark McDonald  
Robyn Barziza Chargo  
Roxanne Pengelly

### **Research and Economics**

David Arbit

### **Sponsorship and Member Incentives**

Kevin Amundsen

## 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).

## Business Development and Learning Information

All correspondence and phone calls concerning classes and education should be directed to the Department of Business Development and Learning

Minneapolis Association of REALTORS®  
5750 Lincoln Drive  
Edina, Minnesota 55436  
Phone: 952-933-9020

For Broker Hired Training, contact Lacy Schuldt at [lacys@mplsrealtor.com](mailto:lacys@mplsrealtor.com)

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

Business Development and Learning 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.

# 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.

## **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 | Laurie Ganz

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 | Laurie Ganz

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 | Laurie Ganz

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.

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

## **Turbocharge Your Business with Top 10 Tools from RPR (1 CE)**

Instructor: Zoe Liston | Laurie Ganz

Course Description: As RPR continues to be a vital resource for working with your buyers and sellers, it's important you as an agent know the latest and greatest tools RRP provides. Learn the changes and additions to RPR to help narrow and refine the search for your buyers. Share your listings and do a better CMA for sellers. Discover how to help your investors find properties before they hit the market.

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

## **Spring Market Update 2018 (1 CE)**

Instructor: David Arbit

Course Description: This course will provide a seasonal market update using the latest data. Attendees will not only experience our consumer-focused market reporting tools in action, they will also leave feeling like a market expert. We will go over buyer and seller considerations and dive right into various market areas and segments.

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

## **Buyer/Seller Characteristics and the Real Estate Agent Today (1 CE)**

Instructor: John Anderson

Course Description: The process of working with buyers and sellers continues to evolve over time. What are today's buyers and sellers looking for in a real estate agent? What are the latest characteristics of buyers and sellers and how can the real estate agent best help the consumer through the process.

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.

### **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 | 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.

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

## **Anatomy of a House (2 CE)**

Instructors: Joshua Doerr

**Course Description:** Do you know what is inspected during a home inspection? Are you able to identify issues that your consumer may face during an inspection? As a REALTOR®, it's not uncommon that your consumers will ask you questions about the inspection process, and to better serve them you should know the basics. The Anatomy of a House course will do just that, provide you with the basic concepts and knowledge to foresee inspection issues and explain what happens during an inspection. During the two hour course you will learn about many major aspects of a home inspection, from the foundation to the roof.

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 | Jim Dattalo

**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 satisfies the NAR Code of Ethics Requirements for cycles that runs January 1, 2017 – December 31, 2018.

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.

## **Making 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 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.

## **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.

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

Instructor: Zoe Liston | Laurie Ganz

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.

## **Using Instanet & Authentisign 101 (3 CE)**

Instructor: Zoe Liston

Course Description: As RPR continues to be a vital resource for working with your buyers and sellers, it's important you as an agent know the latest and greatest tools RPR provides. Learn the changes and additions to RPR to help narrow and refine the search for your buyers. Share your listings and do a better CMA for sellers. Discover how to help your investors find properties before they hit the market.

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

## **Conquering Foreclosures (3 CE)**

Instructor: Vicki Schwartz

Course Description: This course is designed to help real estate agents gain knowledge of the MN foreclosure process, what happens to foreclosures before they go on the market and how to prepare their buyers to write an offer the bank will consider once the asset hits the market. It will also give agents who are interested in getting started as REO agent insights on what it takes to get started in that process.

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

## **Morgage 101 (3 CE)**

Instructor: Rex Johnson

Course Description: Do you know how financing a home works? Do you know what consumers can do to help in qualifying for financing? Do you know the resources available to your consumers? As a REALTOR, knowing this information can help you to provide direction to resources that will help with one of the most vital pieces of purchasing a new home, financing of course! This course contains information that many REALTORS® may not know, such as income qualifications, different loan options and resources for Veterans. Join us for this three hour high level course so you can better serve your buyers and sellers.

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

## **The Art of Negotiation (3 CE)**

Instructor: Ruth Carrier

Course Description: At conclusion of this course, participants will be able to understand realities of negotiation and how they relate in single agency and disclosed dual agency relationships. Participants will better understand the law of agency and implications in the negotiation process, and will be able to successfully negotiate for clients and with customers in real estate transactions.

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

## **The Art of Communicating Effectively (3 CE)**

Instructor: Ruth Carrier

Course Description: At conclusion of this course, participants will be able to understand their individual preferred social style, and to read the styles of buyer and seller clients effectively. Participants will be able to flex to their clients' preferred behavioral/social style in order to create a more positive relationship.

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

## **Preparing and Delivering a Powerful Listing Presentation (3 CE)**

Instructor: Ruth Carrier

Course Description: At conclusion of this course, participants will be able to identify components of a professional presentation and to understand seller motivation and expectations. Participants will be able to dispel myths regarding fair market value and to deliver important market value facts that affect the sale and to create an impressive plan for marketing the property and providing an impressive level of service.

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: 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 not available for hire outside of the Minneapolis/St Paul area.

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

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

Instructor: Jim Dattalo | John Anderson

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 satisfies the NAR Code of Ethics Requirement for the cycle that runs January 1, 2017 – December 31, 2018.

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.

## **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.

## **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.

## **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."

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

## **Social Strategies (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.

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

## **Social Strategies: Facebook (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 with a focus on Facebook and some of the outliers that have recently entered the space.

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



## **Social Strategies: LinkedIn/Twitter (3.75 CE)**

Instructor: Rob Mehta

Course Description: Social Strategies: 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 with a focus on channels such as Twitter, LinkedIn and some of the outliers that have recently entered the space.

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

## **Residential Contracts: Seller Paperwork (3.75 CE)**

Instructor: Rob Phyle

Course Description: The 'Residential Contract: Seller Paperwork' course is designed to provide an overview of the contracts covered with examples for the agent input areas based on their client's objectives along with explanations of the contractual stipulations. This course covers the following forms and topics: Agency Disclosure, Listing Contract: Exclusive Right to Sell, Affiliated Business Arrangement Disclosure, NorthStar MLS Input Form, NorthStar Certification to Withhold, Seller Disclosure, Truth in Housing requirements, Seller Estimated Net Proceeds, Arbitration Disclosure, CIC Addendum, and the Lead Based Paint Addendum.

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

## **Residential Contracts: Buyer Paperwork (3.75 CE)**

Instructor: Rob Phyle

Course Description: The 'Residential Contract: Buyer Paperwork' course is designed to provide an overview of the contracts covered with examples for the agent input areas based on their client's objectives along with explanations of the contractual stipulations. This course covers the following forms: Agency Disclosure, Buyer Representation: Exclusive, Earnest Money Receipt, Affiliated Business Arrangement Disclosure, Compensation Disclosure, Purchase Agreement, Counter Offer Addendum, Sale of Buyer's Property Contingency, Short Sale Contingency, Arbitration, CIC and Lead based Paint Addendum.

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'll 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.

## **2017-2018 SALESPERSON & BROKER REQUIRED MODULE Agency, Fair Housing & Special Entities Authority (3.75 CE)**

Instructor: Deb Greene | John Anderson | Jim Dattalo

**Course Description:** This course covers Agency Law, its history, foundation, and Minnesota License rules regarding relationships in a real estate transaction. This course will also look at federal Fair Housing law, its history, rules, and regulations. Prohibitions under the federal Fair Housing Act and the Minnesota Human Rights Act will be covered. Additionally, the class will review the laws and requirements pertaining to real estate transactions involving special entities as parties in real estate transactions. It will focus on issues that arise for real estate licensees from the time of customer inquiries through entering into a Purchase Agreement. Special entities covered will include powers of attorney, trusts, estates, guardianships, conservatorships, divorces and corporate entities.

This course is required for all real estate sales-persons and brokers by June 30, 2018.

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

### **FSBO Sellers – Who are they? (3.75 CE)**

Instructor: John Anderson

**Course Description:** This class will explore the world of unrepresented (FSBO) sellers. Some of the topics we will discuss are:

- What are the motivations and mindset behind today's sellers that attempt to sell their own homes?
- How to explain your role as a REALTOR® and purpose of having a REALTOR®.
- Negotiating with FSBO sellers.
- Learn how to overcome objections and the best ways to determine and meet the needs of this segment of the market.

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

### **Millennials – The NOW big thing! (3.75 CE)**

Instructor: Brandon Johnson

**Course Description:** Did you know Millennials are the largest group of people? That means they're the biggest generation of consumers in the housing industry. This course will help in a better understanding of the Millennial generation. We will define the generation, explore their cultural and financial norms, and learn why this generation matters so much. We will identify unique and effective methods of connecting with Millennial consumers to help better their experience in selling or purchasing a home.

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:** In this course, you'll be learning about to improve your communication skills and enhance your interaction with Millennial age clients, agents, and staff! Build a thriving business with the newest group of homebuyers and agents, learn how to negotiate and advocate for the Millennial buyer. Create a successful mindset and marketing strategies to connect with the Millennial homebuyer!

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

## **Investing in Your Investment Consumers (3.75 CE)**

Instructor: Nene Matey-Keke

Course Description: There are many reasons consumers invest in property, to produce long term revenue or to flip and make a profit. Understanding the type of person that seeks investment property will help you to communicate and assist the consumer in meeting their wants and needs. Regardless of the reason for purchasing an investment property, as a REALTOR® you should know how to identify their short and long term goals, provide education and resources and assist in calculating ROI on their investment. After taking this course attendees will feel more confident in understanding why investors buy investment property and meeting the needs of the investor during the buying and selling process.

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

## **Forms - 2017/18 (3.75 CE)**

Instructor: Tim Ferrara

Course Description: Each year there are changes to forms used as part of the real estate transaction. This class goes beyond simply updating you on the new and/or revised forms, it also provides you useful tips on how to best utilize forms to the advantage of your client. Whether you are new or experienced in the business, this is a class you simply can't afford to miss.

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

## **A Brokerage in the Cloud (3.75 CE)**

Instructor: Rob Mehta

Course Description: It's time to take your brokerage in the "cloud"! Designed for broker/owners, managers and agents that are seeking to create efficiencies, streamline systems, and implement accountability into their operations, while utilizing the latest tools work to more efficiently with their clients and in their business. We will focus on learning some of the latest tools designed to help foster collaboration and better communication, while reducing overhead expenses, and making your-and your client's lives-just a little bit easier.

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

This course has been approved by the Minnesota Commissioner of Commerce for 12 hours of Real Estate Continuing Education.

## **Senior Real Estate Specialist - SRES® Designation**

Instructor: Lisa Dunn

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.

This course has been approved by the Minnesota Commissioner of Commerce for 12 hours of Real Estate Continuing Education.

## **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.

This course has been approved by the Minnesota Commissioner of Commerce for 7.5 hours of Real Estate Continuing Education.

## **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.

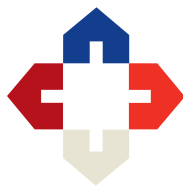
This course has been approved by the Minnesota Commissioner of Commerce for 6 hours of Real Estate Continuing Education.

## **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.

This course has been approved by the Minnesota Commissioner of Commerce for 6.5 hours of Real Estate Continuing Education.



MINNEAPOLIS AREA Association  
*of* REALTORS®

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Last Updated 2/26/2018