

REAL ESTATE CE ACADEMY

We make adding value to your business... our business!



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Buyer and Seller Representation Classes

- **3HR Mastering Buyer Representation:** Covers strategies and contract knowledge for effective buyer representation, focusing on client conversations and amendments to protect buyer interests.
- **3HR Seller Representation:** Teaches agents skills to discuss seller agency agreements, draft listing agreements, manage disclosures, and address regulatory updates.
- **3HR Mastering the CMA:** Class will improve their skills in pricing residential properties, creating and presenting comparative marketing analyses (CMAs), explaining pricing recommendations, dispelling buyers' and sellers' misperceptions and anxieties
- **3HR Rock the Listing from Presentation to MLS Launch:** Guides agents from a strong listing presentation through the MLS launch to ensure optimal exposure and client satisfaction.
- **1HR Get Your Offers Noticed:** Provides strategies for buyer agents to make competitive offers that stand out and win in a crowded market.
- **1HR Buyer Representation:** Introduces buyer representation agreements, addressing key clauses, client objections, and amendment practices.

Negotiation Series Classes

- **3HR Advanced Negotiation Strategies:** Teaches high-level negotiation techniques for managing emotions and creating win-win scenarios in transactions.
- **3HR Negotiation Strategies for Buyers:** Provides buyer agents with skills to negotiate favorable terms, manage objections, and present competitive offers.
- **3HR Negotiation Strategies for Sellers:** Equips seller agents with techniques to handle buyer objections and counteroffers, aiming to maximize seller profits.

Social Media Series Classes

- **3HR Facebook Mastery for Realtors:** Teaches Realtors how to optimize Facebook business pages, leverage ads, and analyze engagement for maximum reach.
- **3HR LinkedIn Mastery for Realtors:** Covers creating professional profiles, building networks, and using LinkedIn's algorithm and ad tools to boost visibility and lead generation.
- **3HR Instagram Mastery for Realtors:** Focuses on creating engaging profiles and content strategies to attract clients via Instagram Stories and Reels.
- **3HR Pinterest Mastery for Realtors:** Explains how to create boards and content for visibility, driving traffic to listings through Pinterest.
- **3HR TikTok Mastery:** Teaches engaging video content creation and advertising on TikTok for increased client reach.
- **3HR YouTube Mastery:** Helps agents build professional channels, optimize video content, and engage clients on YouTube.
- **3HR Social Media Master Class:** A comprehensive course covering strategies, platform-specific tips, and best practices across multiple social media channels.

Canva Classes

- **3HR Canva Branding and Marketing Essentials:** (Beginner Friendly) Teaches branding kits, templates, and consistent content creation for agents' marketing efforts.
- **3HR Canva Advanced:** Explores advanced Canva features for creating presentations and marketing materials with integrations and collaboration tools.
- **1HR Personal Branding with Canva:** Covers brand identity creation using Canva, focusing on elements like logos, color palettes, and social media templates.
- **1HR Canva Mobile Basics:** Get started with Canva Mobile and create captivating content right from your fingertips.
- **1HR Canva for Beginners:** Introduces basic Canva features for marketing materials, including setting up branding kits.

Video Classes

- **3HR Lights, Camera, Action, Oh My!:** Teaches video content creation for real estate marketing, from scripting to editing and engaging on camera.

Legal, Compliance, and Contracts Classes

- **3HR Will Power: Probate, Trusts, POA, Heirs, and Affairs:** Explains the complexities of probate, wills, heirships, and trusts in real estate, covering practical applications and legal considerations.
- **3HR What the FIRPTA Do We Do?:** Understand the Foreign Investment in Real Property Tax Act (FIRPTA) and its implications for real estate transactions involving foreign sellers. Learn how to navigate FIRPTA compliance and protect your clients.
- **3HR Demystifying the Documents:** A comprehensive overview of essential real estate documents, helping agents explain complex forms to clients.
- **3HR Expect the Unexpected:** Prepares agents for unforeseen transaction issues, from appraisal disputes to HOA violations, and teaches them how to resolve them professionally.
- **4HR Legal Update I:** Qualifies for the TREC required Legal I class
- **4HR Legal Update II:** Qualifies for the TREC required Legal II class
- **3HR Know Your Contracts and Addendums: New Contract Changes:** Contracts Credit: Stay up-to-date with the latest changes in contracts and addendums. This class covers new representation agreements, amendments, and updates from Texas Realtors and TREC, ensuring you're compliant and confident.
- **3HR Contracts, Addendums, and Misunderstandings, Oh My!:** Contracts credit. Focuses on common misunderstandings in real estate forms, including contracts, addendums, amendments, and disclosures.
- **3HR What You Don't Know Can Hurt You:** Contracts credit course. Discusses critical aspects of real estate contracts, disclosures, and common pitfalls for agents.

Lead Generation Classes

- **3HR Simple and Effective Lead Generation for Every Market and Every Agent:** Provides agents with simple, effective lead-generation strategies adaptable to any market condition.
- **3HR Working by Referral System:** Unlock the power of referral-based business strategies to cultivate lasting relationships and drive sustainable growth in your real estate career. Building relationships to build your pipeline year after year
- **1HR Circle Prospecting Lead Generation:** Introduces circle prospecting as a method to build neighborhood relationships, expand databases, and generate leads.
- **1HR Video CMA-A-Day:** Demonstrates the use of video CMAs for engaging homeowners and potential leads, circle prospecting that will generate listings month after month.
- **1HR Creating a Client Avatar:** Guides agents through defining their ideal client, creating client avatars, and aligning marketing to speak directly to that audience and assist in pain points.

Specialized Classes

- **3HR Seniors-Handle with Care:** Gain essential insights and techniques for handling real estate transactions involving seniors with care and expertise.
- **1HR Survey1-101:** Teaches basic property survey types, importance, and reading techniques for guiding buyers.
- **3HR Insurance: Homeowners, Windstorm, and Flood Breakdown:** Master the details of homeowners, windstorm, and flood insurance policies. Learn how to explain coverage options to clients and help them make informed decisions.

Home Inspection Classes

- **2HR Home Inspections for New Construction:** Understand the unique aspects of home inspections for newly built homes. Learn how to identify potential issues, ensure compliance with building standards, and guide your clients confidently.
- **2HR Understanding Home Inspections:** Learn the essentials of home inspections, including what they cover, common red flags, and how to explain the findings to clients, ensuring smoother transactions.
- **1HR Mock Home Inspection:** Experience a walkthrough of a real-life home inspection process. Learn how to identify common issues, understand inspection reports, and confidently address client questions. This hands-on session provides practical insights to enhance your real estate expertise

Lease Classes

- **3HR Leases, Leads, and More:** Dive into leasing basics, how to generate quality leads, and strategies to expand your business through rentals and referrals.
- **2HR Maximize Your Income by Mastering the Art of Leases:** Unlock the full potential of leasing opportunities and maximize your income through expert lease management strategies. Create a niche that can bring much more in income quickly.

Dotloop Classes

- **2HR Dotloop Advanced, Tips and Tricks:** Elevate your Dotloop skills with advanced techniques and insider tips to streamline your transactions and save time.
- **1HR Dotloop Mobile App:** Features allow them to scan, get signatures, see parties, email parties, forward docs, see deadlines and task from their mobile device.

Business Branding Classes

- **3HR Building Your Story Brand:** It is imperative to move your marketing in the direction of getting clear and telling your reason for doing what you do, how you can help them and speak from the heart and show your authentic self.

Growth and Success Classes

- **3HR The Mountain is You:** Focuses on overcoming self-sabotage and adopting strategies for consistent database management and marketing.
- **3HR DISC Profile- Strictly Business Body Language:** This course focuses on mastering nonverbal cues in meetings and sales based on identifying their personality style.
- **3HR Goal Getters: Crafting Your Path to Success:** A goal-setting workshop to define business objectives, build a business plan, and create an actionable schedule to crush your goals.
- **3HR Proactive VS Reactive Negotiating Strategies:** Learn to adopt proactive business strategies, time management, planning, batching and leveraging your focus and time.

AI Technology Classes

- **3HR Leveraging AI Technology:** Covers practical AI applications in real estate, including chatbots, predictive analytics, and automated CRM tools for enhanced efficiency.
- **1HR Leveraging AI for Marketing:** Shows how agents can use AI for creating marketing content, property descriptions, social media posts, and SEO.
- **1HR Real Estate Value of Using AI Technology:** Harness the potential of AI technology to accurately analyze and determine real estate empowering you to make informed decisions.

Financing Classes

- **3HR Financing Options and Programs:** Explore various financing options available to buyers, including conventional loans, FHA, VA, and USDA programs. Understand how to match clients with the best fit for their needs.
- **3HR DPA Programs and More:** Discover the latest Down Payment Assistance (DPA) programs and other financial tools to help clients achieve homeownership. Learn how to educate buyers about eligibility and benefits.
- **3HR Buying Power:** Explores financing options, from traditional to creative methods, helping agents structure deals to maximize buyer opportunities.