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Professional Development for Texas Real Estate License Holders



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Real Estate CE Academy

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BUYER & SELLER REPRESENTATION

Buyer Representation

Course #: 33901-RECE Credits: 1 CE Credit Expires: 6/30/26

COURSE OBJECTIVE

Equip agents with the foundational knowledge to represent buyers confidently, professionally, and compliantly under Texas law.

WHAT YOU WILL LEARN

- Understanding the Buyer Representation Agreement and why it matters
- Setting proper expectations with buyer clients from first contact
- Legal duties and fiduciary responsibilities to buyer clients
- How to communicate your value proposition effectively

Mastering Buyer Representation Contracts and Strategies

Course #: 33899-RECE Credits: 3 CE Credits Expires: 6/30/26

COURSE OBJECTIVE

A deep dive into buyer representation agreements, helping agents navigate contract nuances and close with confidence.

WHAT YOU WILL LEARN

- Detailed review of the TREC Buyer Representation Agreement
- Strategies for presenting and signing buyer agreements
- Handling objections and negotiations on behalf of buyers
- How to protect your commission while serving buyer clients

Negotiation Strategies For Buyers

Course #: 33902-RECE Credits: 3 CE Credits Expires: 11/30/26

COURSE OBJECTIVE

Master the art of negotiating on behalf of buyer clients to achieve the best possible terms and outcomes.

WHAT YOU WILL LEARN

- Analyzing market data to strengthen buyer offers
- Escalation clauses, contingencies, and strategic concessions
- Communicating effectively with listing agents to gain an edge
- Protecting buyer interests during inspection and repair negotiations

Negotiation Strategies For Sellers

Course #: 33903-RECE Credits: 3 CE Credits Expires: 11/30/26

COURSE OBJECTIVE

Arm agents with proven negotiation tactics to maximize seller outcomes and navigate competitive market dynamics.

WHAT YOU WILL LEARN

- How to evaluate and compare multiple offer scenarios
- Advising sellers on counteroffers, price reductions, and timing
- Managing seller emotions and setting realistic expectations
- Strategies to protect seller net proceeds from contract to close

Advanced Negotiation Strategies

Course #: 33915-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Elevate your negotiation skills beyond the basics with advanced psychology, tactics, and deal-structuring techniques.

WHAT YOU WILL LEARN

- Applying negotiation psychology and behavioral economics
- Power dynamics between buyers, sellers, and agents
- Creative deal structuring: seller concessions, lease-backs, and more
- Navigating difficult personalities and high-stakes transactions

Seller Representation

Course #: 33919-RECE Credits: 3 CE Credits Expires: 1/31/27

COURSE OBJECTIVE

Provide agents with a comprehensive understanding of seller representation duties, listing strategies, and market positioning.

WHAT YOU WILL LEARN

- Fiduciary duties and legal obligations to seller clients
- Crafting effective listing presentations that win the business
- Pricing strategies and comparative market analysis fundamentals
- Marketing, staging, and preparing a home to attract top dollar

CONTRACTS & ADDENDUMS

Know Your Contracts and Addendums

Course #: 33918-RECE **Credits:** 3 CE Credits **Expires:** 1/31/27

COURSE OBJECTIVE

Covers all TREC and Texas Realtors current changes. This course will build a strong foundation in Texas real estate contracts and addendums so agents can guide clients through every transaction with clarity.

WHAT YOU WILL LEARN

- Overview of all TREC-approved contracts and their intended use
- Key addendums: Third Party Financing, Inspection, and more
- Common contract terms agents and clients misunderstand
- Best practices for filling out, reviewing, and explaining contracts

Contract and Addendum Misunderstandings

Course #: 33937-RECE **Credits:** 3 CE Credits **Expires:** 4/30/27

COURSE OBJECTIVE

Identify and correct the most common errors agents make with Texas contracts and addendums to reduce liability and failed closings.

WHAT YOU WILL LEARN

- Top misunderstood clauses in the TREC One to Four Family contract
- Addendum pitfalls that derail transactions at closing
- Real-world scenarios and how to handle contract disputes
- Reducing risk through proper documentation and communication

Contract and Addendum Outs

Course #: 33932-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Understand the legal exit ramps built into Texas contracts and how to properly advise clients on termination rights.

WHAT YOU WILL LEARN

- Option period, inspection contingency, and financing outs explained
- How and when buyers and sellers can legally terminate a contract
- Unreimbursed earnest money: when clients are at risk
- Properly documenting terminations to avoid future liability

Demystifying The Documents

Course #: 33907-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Help agents and their clients understand the full suite of real estate transaction documents from beginning to end.

WHAT YOU WILL LEARN

- Walkthrough of all documents in a typical Texas transaction
- Disclosure forms: what agents must provide and when
- Title commitment, survey, and closing disclosure explained
- How to explain complex documents to clients in plain language

SOCIAL MEDIA MARKETING & SOCIAL MEDIA SERIES OF COURSES

Social Media Master Class

Course #: 33909-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Build a comprehensive social media presence that attracts clients, builds authority, and generates consistent leads.

WHAT YOU WILL LEARN

- Choosing the right platforms for your target market
- Content pillars: education, entertainment, and engagement
- Building a consistent posting schedule without burnout
- Converting followers into real estate leads and closed transactions

Instagram Mastery For Realtors

Course #: 33904-RECE Credits: 3 CE Credits Expires: 11/30/26

COURSE OBJECTIVE

Leverage Instagram's visual platform to build your brand, grow your audience, and generate buyer and seller leads.

WHAT YOU WILL LEARN

- Optimizing your Instagram profile for real estate business
- Reels, Stories, and posts: what content works best and why
- Hashtag strategy, location tagging, and discoverability
- DM conversations that convert followers into consultations

YouTube Mastery For Realtors

Course #: 33905-RECE Credits: 3 CE Credits Expires: 11/30/26

COURSE OBJECTIVE

Use YouTube as a powerful long-form content engine to attract buyers and sellers searching for local real estate expertise.

WHAT YOU WILL LEARN

- Setting up and optimizing your YouTube channel for search
- Video ideas that attract buyers, sellers, and relocation clients
- SEO for YouTube: titles, thumbnails, descriptions, and tags
- Repurposing YouTube content across all your platforms

Facebook Mastery for Realtors

Course #: 33908-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Harness Facebook's massive audience through organic content, groups, and paid advertising to grow your real estate business.

WHAT YOU WILL LEARN

- Optimizing your Facebook business page for local search
- Facebook Groups: building community and generating referrals
- Organic reach strategies that work without paid advertising
- Introduction to Facebook Ads for lead generation

TikTok Mastery for Realtors

Course #: 33910-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Tap into TikTok's explosive growth to reach first-time buyers, younger demographics, and viral real estate audiences.

WHAT YOU WILL LEARN

- Creating short-form video content that educates and entertains
- TikTok trends agents can adapt for real estate marketing
- Hooks, captions, and calls-to-action that drive engagement
- How to convert TikTok views into real estate consultations

Pinterest Mastery For Realtors

Course #: 33914-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Use Pinterest's unique search-driven platform to capture home buyers and sellers in the early stages of their real estate journey.

WHAT YOU WILL LEARN

- Setting up a real estate business account on Pinterest
- Creating boards and pins that attract your ideal clients
- Using Pinterest as a long-term SEO and traffic strategy
- Linking Pinterest content to your website and listings

LinkedIn Mastery for Realtors

Course #: 33912-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Build a professional brand on LinkedIn that attracts referral partners, corporate relocation clients, and high-value leads.

WHAT YOU WILL LEARN

- Crafting a LinkedIn profile that positions you as a market expert
- Content strategies for professional audiences and B2B referrals
- Using LinkedIn to connect with HR departments and relocation agents
- Building strategic partnerships through LinkedIn networking

BRANDING, VIDEO & CONTENT CREATION

Canva Branding and Marketing Essentials

Course #: 33916-RECE **Credits:** 3 CE Credits **Expires:** 1/31/27

COURSE OBJECTIVE

Design professional marketing materials that reflect your brand using Canva's powerful and easy-to-use tools.

WHAT YOU WILL LEARN

- Setting up a branded Canva workspace with your colors and fonts
- Creating listing flyers, social posts, and email graphics
- Building branded templates you can reuse and customize
- Design principles that make your marketing look polished and professional

Canva Advanced

Course #: 33906-RECE **Credits:** 3 CE Credits **Expires:** 11/30/26

COURSE OBJECTIVE

Take your Canva skills to the next level with advanced design techniques, animations, and presentation tools.

WHAT YOU WILL LEARN

- Advanced layout, typography, and photo editing in Canva
- Creating animated social media posts and video content
- Building multi-page presentations and listing proposals in Canva
- Canva Pro features: background remover, brand kit, and content scheduler

Build a Branded Canva Website

Course #: 33928-RECE Credits: 3 CE Credits Expires: 3/31/27

COURSE OBJECTIVE

Create a professional branded website using Canva's website builder — no coding required.

WHAT YOU WILL LEARN

- Choosing and customizing a Canva website template
- Adding pages, listings, testimonials, and contact forms
- Publishing and sharing your Canva website with a custom link
- Tips for keeping your website updated and client-friendly

Video Creation and Editing Tools

Course #: 33930-RECE Credits: 3 CE Credits Expires: 6/30/27

COURSE OBJECTIVE

Learn to create, edit, and publish professional real estate videos using CapCut without expensive equipment or editing experience.

WHAT YOU WILL LEARN

- CapCut interface overview and basic editing workflow
- Adding text, captions, music, and transitions to your videos
- Creating listing tours, market updates, and testimonial videos
- Exporting and publishing videos optimized for each social platform

Video For Lead Generation

Course #: 33931-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Use video strategically across platforms to attract, nurture, and convert more real estate leads.

WHAT YOU WILL LEARN

- Types of videos that generate the most leads for real estate agents
- Creating a video content strategy aligned with your business goals
- Calls-to-action in video that drive appointments and consultations
- Measuring video performance and improving your results over time

Creating and Executing A Content Plan

Course #: 33934-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Develop a realistic, sustainable content marketing plan that keeps you consistently visible and top-of-mind with your audience.

WHAT YOU WILL LEARN

- Identifying your content pillars and audience personas
- Building a 30-60-90 day content calendar
- Batching and scheduling content to save time each week
- Repurposing one piece of content across multiple platforms

How To Build An Authentic Brand

Course #: 33938-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Discover what makes your personal brand unique and learn to communicate it consistently across every touchpoint.

WHAT YOU WILL LEARN

- Defining your unique value proposition and brand story
- Visual branding: colors, fonts, photography, and consistency
- Voice and messaging that attracts your ideal client
- Aligning your online and offline brand presence

Level Up with AI

Course #: 33935-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Harness the power of artificial intelligence tools to save time, improve marketing, and deliver better client experiences.

WHAT YOU WILL LEARN

- Overview of AI tools real estate agents are using right now
- Writing listing descriptions, emails, and social captions with AI
- AI for market research, lead follow-up, and CRM automation
- Ethical and legal considerations when using AI in real estate

LEAD GENERATION & BUSINESS DEVELOPMENT

Crafting Your Client Avatar

Course #: 33900-RECE Credits: 1 CE Credit Expires: 6/30/26

COURSE OBJECTIVE

Define your ideal client profile so your marketing, messaging, and outreach attract the right people every time.

WHAT YOU WILL LEARN

- What a client avatar is and why it matters for marketing
- Identifying the demographics, goals, and pain points of your ideal client
- Tailoring your messaging to speak directly to your avatar
- Using your avatar to focus your marketing budget and energy

Circle Prospecting Lead Generation

Course #: Pending Credits: 1 CE Credit Expires: 3/31/28

COURSE OBJECTIVE

Learn how to systematically prospect neighborhoods and geographic farms to generate consistent listing opportunities.

WHAT YOU WILL LEARN

- How circle prospecting works and why it's still highly effective
- Scripts and dialogues for door-knocking and phone prospecting
- Building a geographic farm with consistent outreach
- Tracking your activity and converting prospects into listings

Working By Referral

Course #: 33929-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Build a sustainable referral-based business that reduces marketing costs and increases the quality of leads you receive.

WHAT YOU WILL LEARN

- The psychology of referrals and what motivates people to refer
- Building a referral-worthy client experience from first contact to closing
- How to ask for referrals naturally without feeling pushy
- Creating a referral program and staying top-of-mind year-round

Dominate Open Houses

Course #: Pending Credits: 3 CE Credits Expires: 3/31/28

COURSE OBJECTIVE

Transform open houses from simple showings into powerful lead generation events that grow your pipeline.

WHAT YOU WILL LEARN

- Preparing and marketing an open house to maximize attendance
- Scripts and strategies to capture buyer and seller leads on-site
- Setting up a follow-up system for every open house visitor
- Converting open house leads into signed clients

Unlock Non-Stop Lead Generation

Course #: 33939-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Build a multi-channel lead generation system that delivers a consistent flow of prospects to your real estate business.

WHAT YOU WILL LEARN

- Mapping out all available lead generation channels for agents
- Building an online and offline lead generation strategy
- Nurturing leads with automated follow-up and CRM tools
- Converting cold leads into warm clients through consistent value

Leases, Leads and More

Course #: 33923-RECE Credits: 3 CE Credits Expires: 2/28/27

COURSE OBJECTIVE

Use the rental market as a powerful lead generation engine to build relationships that convert into future buyers and sellers.

WHAT YOU WILL LEARN

- Understanding the Texas residential lease agreement
- How to work with renters and position yourself for their future purchase
- Landlord representation: listing rental properties and managing relationships
- Converting rental clients into long-term buyers and referral sources

GOAL SETTING & BUSINESS PLANNING

Goal Getters: Crafting Your Path to Success

Course #: 33913-RECE Credits: 3 CE Credits Expires: 10/31/26

COURSE OBJECTIVE

Design a clear, actionable business and personal success plan that keeps you motivated, focused, and on track year-round.

WHAT YOU WILL LEARN

- Setting SMART goals that are aligned with your income targets
- Breaking annual goals into quarterly, monthly, and weekly actions
- Tracking your metrics and adjusting your plan when needed
- Mindset strategies to overcome setbacks and stay consistent

Mastering The Art of Time Management

Course #: 33933-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Reclaim your time, reduce overwhelm, and build a structured schedule that maximizes productivity in your real estate business.

WHAT YOU WILL LEARN

- Identifying time drains and low-value activities to eliminate
- Time-blocking strategies for lead generation, admin, and client care
- Using tools and systems to automate and delegate effectively
- Creating boundaries and routines that protect your most productive hours

DISC PROFILE & COMMUNICATION

Level Up Communication & Conversation With DISC

Course #: 33940-RECE Credits: 3 CE Credits Expires: 6/30/27

COURSE OBJECTIVE

Use the DISC personality framework to communicate more effectively with clients, colleagues, and negotiation counterparts.

WHAT YOU WILL LEARN

- Understanding the four DISC personality types
- Identifying a client's DISC style from conversation and behavior cues
- Adapting your communication style to build instant rapport
- Using DISC to navigate difficult conversations and negotiations

Game On: Team DISC Negotiation Showdown

Course #: Pending Credits: 3 CE Credits Expires: Pending

COURSE OBJECTIVE

Apply DISC principles in a dynamic, team-based negotiation simulation designed to sharpen communication and deal-making skills.

WHAT YOU WILL LEARN

- Live team-based negotiation exercises using DISC profiles
- Reading the room: identifying opposing party styles in real time
- Adapting negotiation tactics based on personality dynamics
- Debriefing and applying lessons learned to real transactions

HOME INSPECTIONS

Mock Home Inspection for Realtors

Course #: 33920-RECE Credits: 1 CE Credit Expires: 1/31/27

COURSE OBJECTIVE

Walk through a live mock inspection to gain practical knowledge agents can use to better prepare and advise their clients.

WHAT YOU WILL LEARN

- What inspectors look for in major systems: roof, HVAC, plumbing, electrical
- Common findings that affect negotiations and closing timelines
- How to set client expectations before and after the inspection
- Communicating inspection results without practicing as an inspector

Understanding Home Inspections

Course #: 33921-RECE Credits: 2 CE Credits Expires: 2/28/27

COURSE OBJECTIVE

Gain a comprehensive understanding of the home inspection process so you can guide clients confidently through this critical step.

WHAT YOU WILL LEARN

- The role of the inspector vs. the real estate agent
- Reading and interpreting a home inspection report
- Prioritizing repair requests: what to ask for vs. what to let go
- How inspection findings affect contract negotiations and timelines

Home Inspections for New Construction

Course #: 33922-RECE Credits: 2 CE Credits Expires: 2/28/27

COURSE OBJECTIVE

Understand the unique inspection process for new construction homes and why it matters for your buyer clients.

WHAT YOU WILL LEARN

- Why new construction homes still need independent inspections
- Phase inspections: pre-pour, pre-drywall, and final walkthrough
- Common new construction defects agents and buyers should know
- How to advocate for your buyer with the builder's construction team

FINANCING & INSURANCE

Financing Options and Programs

Course #: 33925-RECE Credits: 3 CE Credits Expires: 2/28/27

COURSE OBJECTIVE

Expand your knowledge of mortgage products and financing programs so you can connect clients with the right solutions.

WHAT YOU WILL LEARN

- Overview of conventional, FHA, VA, USDA, and jumbo loan products
- Understanding DTI, credit scores, and loan qualification factors
- How to explain financing options to buyers in plain language
- When to refer clients to a lender and what questions to ask

DPA Programs and More

Course #: 33924-RECE Credits: 3 CE Credits Expires: 1/31/27

COURSE OBJECTIVE

Learn the landscape of down payment assistance programs available to Texas buyers and how to connect clients with these resources.

WHAT YOU WILL LEARN

- Overview of state and local DPA programs in Texas
- Eligibility requirements, income limits, and application processes
- How DPA programs affect offer competitiveness and closing timelines
- Educating first-time and low-to-moderate income buyers on their options

Insurance: Homeowners, Windstorm & Flood Breakdown

Course #: 33926-RECE Credits: 3 CE Credits Expires: 2/28/27

COURSE OBJECTIVE

Understand the insurance landscape in Texas so agents can guide clients through one of the most confusing parts of homeownership.

WHAT YOU WILL LEARN

- Homeowners insurance basics: coverage types, exclusions, and claims
- Windstorm and hail coverage in Texas coastal and high-risk areas
- Flood insurance: NFIP vs. private carriers and when it's required
- How insurance costs impact buyer affordability and transaction timelines

Texas Short Sales and Foreclosure: Law, Process, and Practice

Course #: Pending Credits: 3 CE Credits Expires: Pending

COURSE OBJECTIVE

Navigate the complex world of distressed properties with confidence, understanding your legal role and client obligations.

WHAT YOU WILL LEARN

- Texas foreclosure law: judicial vs. non-judicial processes
- Short sale mechanics: lender approval, timelines, and agent responsibilities
- How to counsel sellers in financial distress ethically and legally
- Opportunities and risks for buyer agents working distressed properties

NICHE MARKETS

New Construction Home Sales: The Realtor Role

Course #: 39243-RECE Credits: 3 CE Credits Expires: 3/31/28

COURSE OBJECTIVE

Understand how to effectively represent buyer clients in new construction transactions and build profitable builder relationships.

WHAT YOU WILL LEARN

- How new construction sales differ from resale transactions
- Registering clients, navigating builder contracts, and protecting commissions
- What to watch for in builder agreements, upgrades, and change orders
- Building long-term referral relationships with local builders

Luxury Real Estate in Texas

Course #: 39248-RECE Credits: 3 CE Credits Expires: 3/31/28

COURSE OBJECTIVE

Enter the luxury market with the skills, knowledge, and professionalism required to serve high-net-worth clients.

WHAT YOU WILL LEARN

- Defining luxury real estate in Texas and understanding the buyer profile
- Marketing luxury properties: photography, video, and luxury portals
- White-glove client service and confidentiality standards
- Building a luxury brand and earning referrals in affluent markets

Mastering the CMA

Course #: 33936-RECE Credits: 3 CE Credits Expires: 4/30/27

COURSE OBJECTIVE

Produce accurate, compelling Comparative Market Analyses that win listings and guide clients to confident pricing decisions.

WHAT YOU WILL LEARN

- Selecting and analyzing truly comparable sales and active listings
- Adjusting for condition, location, size, and upgrades
- Presenting a CMA to sellers in a clear and persuasive way
- Using CMAs to support buyer offer strategies in competitive markets

Seniors: Handle with Care

Course #: 33927-RECE Credits: 3 CE Credits Expires: 3/31/27

COURSE OBJECTIVE

Develop the sensitivity, knowledge, and skills required to serve senior clients navigating major life and housing transitions.

WHAT YOU WILL LEARN

- Understanding the unique needs and concerns of senior homeowners
- Housing options: aging in place, downsizing, assisted living, and 55+ communities
- Working with family members and legal representatives
- Ethical responsibilities when representing vulnerable clients

Will Power: Probate, Trusts, POA, Heirs and Affairs

Course #: 33917-RECE Credits: 3 CE Credits Expires: 1/31/27

COURSE OBJECTIVE

Navigate estate-related real estate transactions with confidence, helping families in complex legal and emotional situations.

WHAT YOU WILL LEARN

- Understanding probate and how it affects real estate transfers
- Working with trustees, POA holders, and heir property situations
- Required disclosures and documentation in estate transactions
- How to build a referral network with estate attorneys and financial planners

SURVEYS & PROPERTY DETAILS

Survey 101

Course #: 33911-RECE Credits: 1 CE Credit Expires: 10/31/26

COURSE OBJECTIVE

Demystify property surveys so agents can explain them clearly to clients and identify when issues could affect a transaction.

WHAT YOU WILL LEARN

- Types of surveys used in Texas real estate transactions
- How to read a survey and identify key boundary markers
- Survey exceptions, encroachments, and easements that affect closings
- When a new survey is required and how to advise clients accordingly

LEGAL UPDATE COURSES

Legal Update I (2026-2027)

Course #: 10314-RENE Credits: 4 CE Credits Expires: 12/31/27

COURSE OBJECTIVE

Satisfy your TREC mandatory Legal Update I requirement while gaining critical knowledge of current Texas real estate laws and regulations.

WHAT YOU WILL LEARN

- Updates to TREC rules, regulations, and license requirements
- Changes to contracts, addendums, and approved forms
- Agency law updates and disclosure requirements
- Recent legislative changes affecting Texas real estate practice

Legal Update II (2026-2027)

Course #: 10315-RENE Credits: 4 CE Credits Expires: 12/31/27

COURSE OBJECTIVE

Complete your TREC mandatory Legal Update II requirement and stay current with ethics, fair housing, and professional standards.

WHAT YOU WILL LEARN

- TREC Code of Ethics updates and enforcement
- Fair housing laws, protected classes, and recent case studies
- NAR and TREC policy changes impacting day-to-day practice
- Risk management strategies to protect your license and business