

# 2020 Suggested Classes for Newer Agents at HGAR

## **MATRIX 1 - INTRO TO MATRIX 3 hrs**

*Designed for the novice user, Intro to Matrix will provide an overview of the most commonly used MLS functions. Learn how to enter a listing from beginning to end including data entry, adding photos, and attaching required documents. We'll also go over modifying listings, extensions, and adding Open Houses. Understand the basics of Realist Tax- how to find and read a tax record. Search for listings for your buyers- and email or print reports. Add and manage contacts in MLS. This class is not meant to be a hands-on class but students are welcome to bring a laptop and tablets to follow along.*

## **MATRIX 2: THE NEXT STEP INTO MATRIX 3 hrs**

*Now that you have the basics, this class takes the next step into Matrix. Learn how to use hotsheets, set up automatic searches for your clients, enable concierge mode, create Map searches, sort listings into carts, and view previously sent listings. Set up and use the Client Portal for enhanced client communication. Take a more in depth look at Realist Tax to find comps, foreclosure data, market trends, assessor and flood maps. Use tax records to create labels for your mailings. This class is not meant to be a hands-on class but students are welcome to bring a laptop and tablets to follow along.*

## **MATRIX 3....MATRIX TO THE MAX 3 hrs**

*Designed for the advanced user, this class takes Matrix to the Max. Learn about the Speedbar, how to create shortcuts and favorite searches. Go through the steps of the Comparative Market Analysis and customize your CMA pages. Run statistics to demonstrate market trends and create graphs for your presentations. Use the Financial functions, Reverse Prospecting and Hit Counters features to increase productivity. Create custom searches and displays for simple searching. This class is not meant to be a hands-on class but students are welcome to bring a laptop and tablets to follow along. \*Students should have a basic knowledge of Matrix and are strongly encouraged to take Matrix 2 before attending this class.*

## **INSTANET FORMS & AUTHENTISIGN 3 hrs**

*Instanet Transaction Desk is your paperless solution! Learn how to use this new system to fill out all your forms and documents online, auto-fill those forms from tax or MLS records, and send them for e-signatures. Do you prefer to print your documents and have them signed in person? You can do that too. This class will walk you through how to create transactions as a listing agent and as a buyer's agent, complete forms, and the use of e-signatures. \*Students are strongly encouraged to take Matrix 1 before attending this class. This class is not meant to be hands-on, but students are welcome to bring laptops to follow along. If you use Dotloop in your office, you might not need this.*

## **HOME SNAP 1.5 hrs**

*The new mobile app that allows you to view and share listings, "snap" a home for info, walk the property lines and use a safety timer while showing homes and do a rapid CMA in seconds, right from your phone! Come to this class to learn all the HomeSnap Pro features. Bring your Smartphone - please install the app and create log prior to class.*

### **WORKING WITH SELLERS (AND LANDLORDS) FROM LISTING APPOINTMENT TO MOVING TRUCK AND BEYOND. 6 hrs**

*The moment you have been dreaming of...your first listing. The course reviews the steps in the transaction necessary to comply with agency law, ethics and rules in order to successfully represent your client. A review of listing contracts, disclosure forms, material facts, presenting and negotiating offers and contract to close processes are explained.*

### **BUYER TRANSACTIONS: FROM PREAPPROVAL TO THE FINAL WALK THROUGH AND BEYOND 6 hrs**

*Working with a buyer client presents an exciting opportunity to help people find the next place for them to make memories in a home. While trying to find just the right place, this course will review steps needed to effectively work with a buyer to pre-qualify financially, find properties that meet the client's expectations while complying with Fair Housing regulations, preparing an offer, working through inspections, disclosures, material and non-material facts, and taking possession of the property.*

### **PRICING STRATEGIES FOR LISTINGS AND LISTING PRESENTATIONS 4 hrs**

*The Code of Ethics states that you shall not over price a listing just to secure the listing. It is a balance to find the right place to both market a listing and receive the listing. This course reviews agency relationships, fiduciary duties and ways to work through tax assessment data and market data to deliver the best pricing possible for potential clients.*

### **IF YOU LOVE WHAT YOU DO, YOU WON'T "WORK" A DAY IN YOUR LIFE 3 hrs**

*You have a license and a whole lot of enthusiasm... you feel like you learned a lot of theory but not what to do on a daily basis. How do you build a business that you will love? This course explores how you will select the segment of the market you wish to serve and the best ways to do that taking into account your strengths. How do you utilize your time to meet your clients needs while avoiding burn out. We will also review the advanced training options in the niche so you can provide exceptional service. ("I'm licensed now, how do I start my business" course renamed)*

### **MEETING AND EXCEEDING THE CONSUMERS' EXPECTATIONS (2 HRS AGENCY) 3 hrs**

*Understand what consumers want so that you can offer them the services they ultimately need and expect. In this class you will build your value proposition through meeting your clients' needs. Show the consumer you know what they want and you know how to do it by providing a defined personalized value proposition that will help you secure exclusive right to represent buyers and exclusive rights to sell agreements.*

### **NEGOTIATING: MATCHING THE STYLE TO THE DEAL 4 hrs**

*There are many reasons why people wish to buy or sell a property. Learning the motivating factors and communication styles of the parties involved will help you determine how to most effectively negotiate successful terms for both parties. This course reviews pricing, CMA's, assessments, taxes, and the personal motivators for each party of the deal.*

### **REALTOR SAFETY SURVIVAL GUIDE 3 hrs**

*As happens with many other professionals, real estate agents often go about their day on autopilot. Serving the client and customer promptly and attentively takes precedence over the agent's personal safety, and sometimes that of a client or customer. Being in tune with your surroundings and using other various strategies to keep yourself and those in your care safe provides a higher level of customer service which of course is good business.*