

Suggested Classes for All Agents

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.

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.

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.

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.

ETHIQUETTE (2 hrs agency, ethics) 3.5 hrs

Ethics, Agency and Manners. How often do clients call to tell you the last agent through the house left the front door wide open, a n open house was conducted and no one escorted the lookers through the property, its snowing and buyers come through the house with muddy shoes- Manners- or lack thereof can make or break an agent's reputation. Ethics and agency violations are actionable, but rude behavior isn't. Find out what you can do about bad manners and keep your reputation.

DEVELOPING GREAT RELATIONSHIPS WITH ATTORNEYS - DISARMING THE "PESKY DEAL KILLER" TYPE. 3 hrs (Pending DOS approval)

In our region attorneys play an important role in a real estate transaction. They represent the same clients that we represent and handle a host of tasks as a fiduciary giving legal advice. Some work collaboratively with agents and some more independently. Sometimes their advice kills the deal. There is only so much you can & should do. As the only person accompanying the client from beginning to end, you are like the conductor of the orchestra keeping things in tempo and moving forward to meet your clients' goals. How can we enhance our relationships with attorneys to create a cohesive team while working in our clients' best interest?

AGENCY IS NOT THAT DIFFICULT TO UNDERSTAND, SO STOP “EFFIN” IT UP. 3 hrs (Pending DOS approval)

In the licensing class you were taught about agency and the types of relationships you can have with the consumer. In theory it is easy to understand but in real life it is complicated. In this day and age, the consumer does research online and thinks they know everything about real estate and the relationship they expect to have with “their” agent. They want top notch service, advice and advocacy. In this course we will review the different types of agency relationships plus how and when to clearly communicate it to our prospects. Setting expectations of what kind of service you can and cannot provide depending on the relationship is critical. We will also discuss representation agreements and how and why you might choose to use them. Ultimately, you will be able to treat clients and customers properly without putting your license at risk.

IS THAT PONY A PET? UNDERSTANDING ASSISTANCE ANIMALS 3 hrs (Pending DOS approval)

What’s the difference between service animals, assistance animals, emotional support animals and therapy dogs? There are laws protecting people with disabilities when it comes to housing. There are laws for service animals in public places. It’s important to understand the laws as it pertains to this protected class so you can help the consumer, educate landlords and sellers and protect yourself against violating fair housing laws.

SEXUAL HARASSMENT: TREATING PEOPLE WITH RESPECT INSIDE AND OUTSIDE THE WORKPLACE 3 hrs (Pending DOS approval)

Recent laws in New York address sexual harassment in the workplace. The laws extend to “non-employees” like independent contractors. Sexual harassment is a form of sex discrimination that violates the law. Agents need to be educated so as to help foster a good working environment and to not violate any federal or state laws. This course will define the types of behaviors that constitute sexual harassment and hostile work environments, identifying personal biases, the types scenarios that you might encounter while working with other agents and the public and where and how to report violations.

WORKING WITH MUNICIPALITIES - NAVIGATING THE ASSESSORS OFFICE/BUILDING DEPARTMENT LIKE A PRO 3 hrs (Pending DOS approval)

Buyers want and deserve to know the taxes on a property, plus if everything on the property is “legal” before they buy it. In fact, underestimated taxes can create an unpleasant large financial surprise that could kill a deal. As a listing agent you have a responsibility to report accurate information on a listing. Buyer’s agents should also help verify for their client. In this course we will dissect the roles and responsibilities of the assessor and building department and how they are separate and interrelated. After this course you will be able to walk into the municipal building with confidence knowing what to expect and what questions to ask to ultimately help prevent problems that will affect your client

**FAIR HOUSING IN 2020 - DOING WHAT IS FAIR AND RIGHT 3 hrs
TBD**