



Business Planning I: “Shoot for the Stars”

Students will learn the importance of having a business plan. Write a mission statement and answer key questions about a career in real estate. Set financial and professional goals, and develop a detailed business plan and budget for the next class, Business Planning II.

Business Planning II: “Shoot for the Stars”

Utilizing material from Business Planning I, participants will formulate short and long-term goals and strategies to meet those goals. They will also create a budget and business plan and learn to measure results.

Lead Generation Part I: “The Sky’s the Limit”

This class reviews the difference between marketing, advertising and prospecting. Students will develop their own marketing and advertising plans and corresponding budgets and learn how to track results. Fair housing compliance related to marketing, advertising and lead generation will also be covered.

Lead Generation Part II: “The Sky’s the Limit”

Building client relationships is the focus of this course. Learn the importance of understanding generational differences, how to accommodate cultural differences and learn to read body language.

Fair Housing: “Pre-Flight Check”

This class reviews recent fair housing legislation. Learn how to deliver “equal professional service” to each client to avoid legal trouble. Students will also receive training on providing consistency, objectivity and documentation of services as required by fair housing laws. (Provides four hours of continuing education credit.)
(approved CE instructor)

Agency: “Countdown to Liftoff”

Gain an understanding of “agency” (buyers, dual and designated) and how to explain it to potential clients and customers. Participants will review the North Carolina Real Estate Commission’s “Working with Real Estate Agents” brochure and participate in role-play exercises and group breakouts.

Financing: “Lift Off”

Students will review types of real estate transactions (i.e. residential, commercial) and financing. Credit, credit scores, prequalification, pre-approval and commitment letters, affordable mortgage products, conventional lending guidelines, predatory lending and loan fraud—what they mean and how do they differ? Find out in this course.

Market Values: “Entering Space”

Become knowledgeable about the 10 principles of property valuation, the difference between Customer Market Analyses (CMAs) and appraisals and the importance of developing a working relationship with an appraiser. Using TEMPO™, learn to access tax information, prepare CMAs and other reports.

Working with Buyers and Understanding the Offer to Purchase: “In Orbit”

Learn how to conduct an interview with prospective buyers, choose the best properties to show, show those properties and complete and present the Offer to Purchase and Contract form.

The Listing: “Headed Home & Re-entry”

Students will gain skills to prepare for and deliver the prelisting package, make an effective listing presentation, handle seller objections, properly complete a listing contract and measure a house. The class will discuss marketing a property, negotiating with agents and how to educate clients about the buying and selling process.

Contract to Closing: “Touchdown & Safe Landing”

Develop a thorough understanding of the steps and procedures that take place between contract and closing. Learn how to work with inspectors, mortgage lenders, closing attorneys and other professionals involved in the closing process. Discuss the importance of documentation and frequent communication between clients and agents.