

Education Committee

Lawrence Board of REALTORS®

Thursday, March 31, 2022 – 10:00 am to 11:00 am
IN-PERSON Meeting (a Zoom link is also available)

1. Call to Order / Introductions
2. Update from the 2022 RSS Steering Committee
3. Education Calendar 2022:
 - a. Carl Carter – REALTOR Safety in Sept 2022?
Your Safety is Non-Negotiable: The Beverly Carter Story.
 - b. KAR – All 12 Hours of CE
 - i. Vern Jarboe – Oct 26, 2022
 - c. Photography Session
 - i. Derek Mecca Photography has expressed interest in providing a session to members.
 - d. KSU – Radon Class for CE
 - e. Other ideas...
4. New Member Orientation –
 - a. Review Feedback from February 24th NMO Session
 - b. Next Session is May 25th from 9am-12pm
 - c. Education Committee Liaison is [REDACTED]
 - d. Board of Directors Liaison is Erin Maigaard
 - e. Table Discussion Volunteers?
 - f. Candidates for the Panel Discussion?
5. Next Meeting
6. Adjourn

2022 Education Committee

Josh Reazin, Chairperson

Alejandra Guzman-Carrasco
Andrew Drinkard
Denise Bridwell
Derek Mecca
Diana Deutsch
Erin Maigaard
Janet Breithaupt
Jennifer Catlin
Karyn Davis
Kellan Weathers
Lisa Henry
Michelle Fales
Nate Imparato
Scott Braden
Vanessa Schmidt
Rob Hulse, Staff Liaison

BHGKC

McG
LTKS
SRE-B
DMP
PL
RE-HRE
McG
KWI
McG
McG
SEC1st
RCB
LTKS
CBM
KWI
LBOR



P.O. BOX 94156 | North Little Rock | Arkansas | 72190

Your Safety is Non-Negotiable: The Beverly Carter Story

Purpose, Objective & Outline of the Program

60 Minute Instructor-Led Presentation

Session Title: Your Safety is Non-Negotiable: The Beverly Carter Story

Presenter: Carl Carter, Jr.

Presenter Bio: Carl Carter, Jr., is a REALTOR® and the Founder of the Beverly Carter Foundation, a 501(c)(3) nonprofit dedicated to improving agent safety. His mom, Realtor® Beverly Carter, lost her life at the hands of two clients in 2014. Since his mother's passing, Carl has dedicated as much time as possible to spreading the message of safety. He has a Master and Bachelor of Business Administration degrees from the University of AR in Little Rock, AR, and is currently pursuing an Executive Masters in Public Service from the Clinton School of Public Service. Carl is a Certified Franklin Covey Facilitator, a DDI Certified Facilitator, and an Achieve Global Educator.

Purpose:

Carl Carter, Jr., son of Beverly Carter, delivers a powerful presentation on Realtor® safety that only someone with his background and experience could deliver. His story and presentation is an impactful combination of harrowing details involving his mother's story and practical industry anecdotes and takeaways. Carl's mission is to take his mother's experience and use it as inspiration to make positive changes in agents' lives and business.

Objective:

- Educate the audience about the dangers of working in the real estate industry
- Share Beverly Carter's tragic story while examining the best practiced uses in her situation, and also raising awareness of the ways she was deceived
- Provide, through Beverly Carter's story, ways of helping others protect themselves
- Empower agents through the following personal safety topics:
 - Verify the Identity of their Prospects & Clients
 - Examining Marketing for Mixed Messages
 - Building and Maintaining a "Buddy" system professionally and personally
 - Empowering agents to be more diligent about trusting their instincts
 - Discuss ways that agents can keep safety at the forefront at their offices
 - Emphasize the importance of staying aware of your surroundings and understand bad people do not present themselves as such
 - Cultivate safer practices by promoting programs that encourage safe meeting places and encouraging the audience to ask others for feedback and to not become lazy about personal safety
 - Present important takeaways that encourage the audience to take precautions



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Outline:

1. Introduction & Speaker's Background 5 MINUTES
2. Beverly Carter 10 MINUTES
 - a. Establish Background & Role in Residential Real Estate Sales
 - b. Define Real Estate Experience & Professional Aptitude
 - c. Identify elements of her Public Persona that increased risk
 - i. Marketing
 - ii. Public Industry Perceptions
3. Timeline of Events (from abduction to discovery) 25 MINUTES
 - a. Events Leading up to the crime
 - i. Initial Contact & Methods to Deceive
 - ii. Beverly's Methods of Preparation
 - b. Background of Criminals & Intent
 - i. Ransom
 - ii. Technology used
 - iii. Strategy Developed
 - c. Discuss ways we can prevent this from occurring again
 - d. Review how the criminals were discovered through Beverly's best practices & law enforcement
4. Review Safety Pledge 5 MINUTES
5. Cultivating Safer Practices 10 MINUTES
 - a. Verify the Identity of their Prospects & Clients
 - b. Examining Marketing for Mixed Messages
 - c. Building and Maintaining a "Buddy" system professionally and personally
 - d. Empowering agents to be more diligent about trusting their instincts
 - e. Discuss ways that agents can keep safety at the forefront at their offices
 - f. Situational Awareness in Real Estate
 - g. Promote programs that encourage safe meeting places
 - h. Encourage others to provide feedback
 - i. Present important takeaways that encourage the audience to take precautions
6. Conclusion & Call to Action 5 MINUTES



Orientation Feedback Form

From: Erin Maigaard, Chairperson
Rob Hulse, LBOR Staff

Name: _____

Company: _____

WE WOULD LIKE YOUR FEEDBACK!

The education committee encourages your straightforward response. Our mission is to evaluate your response to better provide for your needs as a new member of the Lawrence Board of REALTORS®.

5 = Strongly Agree 4 = Agree 3 = Neither Agree or Disagree 2 = Disagree 1 = Strongly Disagree

	5	4	3	2	1
• Content is appropriate for my career in Real Estate	5	4	3	2	1
• Speakers spoke clearly	5	4	3	2	1
• Questions are encouraged	5	4	3	2	1
• Room temperature was just right	5	4	3	2	1

What subject/s were most beneficial to you?

What subject/s were not beneficial to you?

What could be done to improve the Orientation?

If you are interested in joining a Committee or would like more information about a Committee, please circle the Committee(s) you are interested in:

Community Relations
Media Relations Committee
Technology Committee
Poker Fundraiser Steering
Committee

Education
MLS & Rules Committee
Diversity Equity & Inclusion
Brew Fest Steering
Committee

Governmental Affairs
RPAC Committee
Ready Set Spring Steering Committee
Charity Classic Steering Committee
1 of 2

If you would like more information about any of the topics listed below from today's Orientation Session, please indicate by checking the box next to the topic:

- ☐ National Association of REALTORS® (NAR)/Kansas Association of REALTORS® (KAR)/Lawrence Board of REALTORS® Three Part Agreement
- ☐ REALTORS® Political Action Committee (RPAC)
- ☐ Member Benefits
- ☐ Professional Standards
- ☐ Fair Housing
- ☐ Paragon/Lawrence Multiple Listing Service (LMLS)
- ☐ REALTOR® Safety

Additional thoughts and comments:



Orientation Feedback Form

From: Erin Maigaard, Chairperson
Rob Hulse, LBOR Staff

Name: Laura Polite

Company: Stephens Real Estate

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	5	4	3	2	1
• Content is appropriate for my career in Real Estate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Speakers spoke clearly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Questions are encouraged	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Room temperature was just right	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What subject/s were most beneficial to you?
The Table Discussions

What subject/s were not beneficial to you?
Code of Ethics

What could be done to improve the Orientation?
I don't have any suggestions

If you are interested in joining a Committee or would like more information about a Committee, please circle the Committee(s) you are interested in:

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Community Relations | <input type="checkbox"/> Education | <input type="checkbox"/> Governmental Affairs |
| <input type="checkbox"/> Media Relations Committee | <input type="checkbox"/> MLS & Rules Committee | <input type="checkbox"/> RPAC Committee |
| <input type="checkbox"/> Technology Committee | <input type="checkbox"/> Diversity Equity & Inclusion | <input type="checkbox"/> Ready Set Spring Steering Committee |
| <input type="checkbox"/> Poker Fundraiser Steering Committee | <input type="checkbox"/> Brew Fest Steering Committee | <input type="checkbox"/> Charity Classic Steering Committee |

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- ☐ REALTOR® Safety

Additional thoughts and comments: