

ACTION ITEMS

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AVAILABLE COURSES

GET TO KNOW THE CODE

SATISFIES NAR'S 3-YEAR CYCLE ETHICS REQUIREMENT

Learn the parallels and differences between license law & MREC Rules & Regulations as compared to the Code of Ethics and be able to raise the standards of their practice to meet the highest standard required to serve clients & customers.

FOCUS ON FAIR HOUSING

NAR GRANT ELIGIBLE

A federal law passed in 1968 and amended in 1988 with NAR support. Learn how this law strove to ensure equal housing opportunity for all. Know that REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status or national origin. The Equal Professional Service Model is a set of policies and procedures designed to help its users provide the same level of service to all real estate consumers. The model involves consistent practices in making the initial contact with consumers, gathering objective information about consumers' needs, letting consumers set their own limits, offering a variety of choices and keeping accurate records of all of the above.

BIG TENT DIVERSITY

NAR GRANT ELIGIBLE

Participants will explore the crucial intersection of diversity, equity, and inclusion. There will also be a discussion about the history and evolution of fair housing laws and how to ensure compliance. Additionally, agents will leave with practical strategies for promoting inclusivity and overcoming bias in business. This class empowers agents to create more welcoming and diverse environments, ultimately enhancing their effectiveness and success.

WALK THIS WAY: TRANSACTION TIMELINE & PROFESSIONAL COURTESY

From the moment the agency agreement is signed, we have to make sure that we are anticipating the needs of our clients in an effort to obtain massive amounts of referrals. We'll discuss all of the steps involved in getting from contract to a successful closing while earning referrals and recommendations during every step of the process. We know the 20% of REALTORS do 80% of the business, and we'll discuss the professional courtesies that help you win with your colleagues and have them want to work with you the next time your clients' offer comes across their desk.



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AVAILABLE COURSES

AT THE CORNER OF SMART GROWTH & SUSTAINABILITY

NAR GRANT ELIGIBLE

This course covers defining factors of Smart Growth: Economic, Environmental and Housing. Learn the benefits and long term effects of this type of development in our local market. Case studies will point out the value, necessity and economic demand of the 10 Principles of Smart Growth as defined by the mixed use of land. You will learn ways real estate professionals can support Smart Growth as an investment in the communities in which they live and serve by improving overall livability.

SERVING DIFFERENT GENERATIONS

This course will you understand the six living generations within our society and how to best interact with them and represent their needs. In addition to marketing tools and counseling strategies, you'll learn about the characteristics and expectations of the various generations will ensure that you are prepared for successful communications with your next client.

BALL OF CONFUSION; STRATEGIES & CLIENT MOTIVATIONS

This course will help agents understand the motivations of today's buyers and sellers. In addition to learning strategies about how to conduct a successful buyer consultation and listing presentation, agents will gain insight on the fears and motivations of today's buyers and sellers. Students will also learn what is most important to homebuyers and sellers and how they choose an agent.

CULT OF PERSONALITY

Real Estate licensees will encounter a variety of different personality types throughout their interactions with clients and other players involved in the real estate transaction. Understanding how people differ is critical to licensees helping their clients make good real estate decisions. Real estate consumers will have a better experience as agents become more in tune with their varying personalities. This course will sharpen the agents' perspective on personality types and create more satisfying real estate outcomes for their clients and customers.



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NATIONAL ASSOCIATION OF REALTOR CLASSES

ACCREDITED BUYER REPRESENTATION (ABR)

Designed for real estate buyer's agents who focus on working directly with buyer-clients, this designation course elevates skills and knowledge needed to represent today's home buyer.

AT HOME WITH DIVERSITY (AHWD)

This NAR program is designed to present a picture of the changing face of the real estate industry. This class prepares REALTORS to work effectively with and within today's increasingly diverse pool of homebuyers & home sellers.

BIAS OVERRIDE

This NAR certificate course that helps real estate professionals interrupt stereotypical thinking so they can avoid fair housing pitfalls and provide equal professional service to every customer or client. Participants will learn about the mind science of identity, study how implicit bias can result in fair housing violations, and engage in interactive exercises to enhance communication skills and business relationships with clients of all backgrounds.

BUYERS BY GENERATIONS: SUCCESS IN EVERY SEGMENT

CRD ELECTIVE TO BE APPLIED TOWARDS THE ABR DESIGNATION

At any given time, today's real estate professionals may be working with four generations of real estate buyers: Millennials, Generation X, the Baby Boomers, and Matures. This one-day course examines the home buying characteristics of these generations and evaluates their expectations (of agents and of the transaction) as well as communication preferences.



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NATIONAL ASSOCIATION OF REALTOR CLASSES

PLANNING & ZONING RESOURCE CERTIFICATION

NAR GRANT ELIGIBLE

This course provides a comprehensive understanding of the fundamental aspects of community development. By delving into the core concepts of planning and zoning, this course equips participants with the essential knowledge and skills needed to contribute effectively to the creation of vibrant, sustainable, and equitable communities.

PRICING STRATEGY ADVISOR (PSA)

ONE DAY CERTIFICATION COURSE

The Pricing Strategies: Mastering the CMA (PSA) certification course is designed for real estate professionals at all experience levels and those working with either buyers or sellers. With this course, you'll build the knowledge base and skills needed to successfully complete a comparative marketing analysis (CMA) and to clearly communicate it to your clients. This course is also an ABR elective course.

SRES (SENIOR REAL ESTATE SPECIALIST)

TWO DAY SRES DESIGNATION COURSE

Build your real estate business with specialized knowledge of the wants, needs, and expectations of home buyers and sellers aged 50+ by earning your SRES designation. The largest and wealthiest buyers' group in the country is made up of Baby Boomers. Learn what motivates this mature demographic in this 2-day course.



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