

**ENGAGEDSEMINARS, INC.**

Complete Course Listings

2020

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## Complete Course Listings

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## Realtor Designation Courses:

John LeTourneau, ABR, CIPS, CRS, e-PRO, GRI is an approved instructor for each of these courses.

### REBAC's Real Estate Investing: Build Wealth Representing Investors & Becoming One Yourself

This course will cover the fundamentals of real estate investment that practitioners need to know to expand their business services. The one-day course looks at how practitioners can adapt core real estate skills and learn new skills to serve clients who want to invest in single family homes, condos, townhomes, and small multifamily properties. You will learn how to work with investors as they goal set, plan, evaluate, and acquire properties as well as manage them. You will also learn how to "walk the talk" and become a real estate investor yourself.

#### Course Highlights:

1. Why Invest in Real Estate?
2. Working with Investor Clients
3. Making the Purchase Decision
4. Financing Options and Tax Issues
5. Owning the Property
6. The Real Estate Professional as Investor

### REBAC's Accredited Buyer Representative Courses (ABR)

The overall goals of the ABR® Designation Course are to:

- Prepare real estate professionals to thoroughly represent buyer-clients in real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed.
- Offer ideas and methods for building a buyer-representation business.
- Develop a self-customized tool for conducting a buyer counseling session.

Upon completing the two-day course and successfully passing the exam, you will have achieved ABR® candidate status, a three-year period during which you must fulfill the educational and experiential requirements to become an ABR® designee.

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## NAR's Certified International Property Specialist Designation (CIPS)

The CIPS course curriculum offers you hands-on experience with international real estate transactions, as well as five full days of study focusing on the critical aspects of transnational transactions, including:

- Currency and exchange rate issues
- Cross-cultural relationships
- Regional market conditions
- Investment performance
- Tax issues
- And more!

To be eligible for the CIPS Designation, you must complete 5 courses as outlined below. The designation application must be submitted within 3 years of beginning your courses. Any courses completed more than 3 years prior to the submission of your application must be retaken to receive credit towards the education requirement of the designation.

More information on CIPS from the NAR.

## NAR's Real Estate Negotiation Expert (RENE)

The Real Estate Negotiation Expert (RENE) certification is for real estate professionals who want to sharpen their negotiation skills. The RENE certification program gives you the tips and tools you need to be a skillful advocate for your clients.

What You Will Learn in the Real Estate Negotiation Expert Course:

- Improve your negotiating skills
- Learn about behind-the-scenes issues and how to deal with them
- Learn how to handle a wide range of personalities and situations
- Learn to sort out the competing objectives of the parties involved in a transaction

More information on RENE from the NAR.

## NAR's Seller Representative Specialist (SRS)

The SRS Course will redefine your "normal" and reinvent the way you represent sellers. It provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace.

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The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance.

What You Will Learn in the Seller Representative Specialist Course:

- How to increase your listings and grow your business
- How to demonstrate and communicate your value package to seller clients
- How to understand and apply the Code of Ethics & Standards of Practice
- How to understand and comply with state license laws when representing sellers
- How to understand and apply methods, tools, and techniques to provide support and services that sellers want and need

[More information on SRS from the NAR.](#)

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## Commercial Classes:

### NAR's Discovering Commercial Real Estate

This course offers a broad overview of the basics of commercial real estate and how it differs from residential real estate. Students will be able to distinguish and understand the broker's role and discover the different types of commercial properties, terms, valuation methods, marketing and resources for further education.

While it will not equip an agent with the needed tools to practice commercial real estate, it will explain the business and introduce many of the resources needed to pursue a commercial transaction or a career in commercial real estate.

This is an ideal introductory course for those who are newly licensed and/or residential agents who want to learn more about commercial real estate.

### What You Will Learn in the Discovering Commercial Real Estate Course

- The duties of professionals who assist in commercial transactions
- The key differences between commercial and residential real estate
- Types of commercial real estate (Office, Retail, Industrial and Land)
- Types of commercial transactions
- Commercial contracts
- Resources that NAR's Commercial Department and its affiliates provide

For more information, [download the DCRE Fact Sheet](#). (PDF: 90KB)

### Nucleus Commercial Real Estate Course – Complete 80-hour, eight-week program

This 80-hour, eight-week course is a foundational component for any market center or agent ready to get serious about closing commercial transactions! It's commercial real estate 101 - covering all foundations and core knowledge. Each week covers a different aspect of Commercial Real Estate and includes guest speakers, outside reading, role playing and practice exercises.

Visit [NucleusCRE.com](http://NucleusCRE.com) for more information

### Nucleus Week 1 – The Groundwork

Here are some of the topics from Week #1:

- Time Blocking Exercise & The Law of 80/20
- Taking the First Step as A Specialist
- Find 3 ways to connect to your community
- Outline Your Research Game Plan & Process

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- Breaking Up Your Database
- Design Your 8 Weeks
- Write Your Bio - Long, Short & Micro

## Nucleus Week 2 – Core Knowledge

Here are some of the topics from Week #2:

- Researching & Organizing Comps
- How to Cold Call Around Comps
- Making Data Useable
- Anatomy of Investment Metrics
- Intro to Underwriting Commercial Real Estate
- Financing Around Commercial Real Estate
- Practicing Underwriting a Property
- How to Price Commercial Real Estate
- Lead Generation Mastermind & Role Play

## Nucleus Week 3 – Opening Act

Here are some of the topics from Week #3:

- Positive Prospecting - Process & Preparation
- The Submarket Research Worksheet
- Identify & Build Great Interest Generators
- Better Open-Ended Questions
- Turning No to Yes
- The Pipeline Succession-The Basic Transaction of a Sales Business
- The Importance of The First Appointment
- Are You Really Listening?
- Calls Always Need a Closing
- Blueprinting Your Prospecting

## Nucleus Week 4 – The Relationships (Product Focus: Retail)

Here are some of the topics from Week #4:

- Importance of Coachable Relationships
- Retail Product Basics
- The Pipeline Succession
- Build an Effective Proposal
- A Listing Business
- Effective Proposal Presentations
- Retail Underwriting Workshop
- Role Play Drills
- Time Management & Your Business

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## Nucleus Week 5 – The Relationship (Product Focus: Multi-Family)

Here are some of the topics from Week #5:

- Basics of the 1031 Exchange
- Intro to Multi Family Basics
- Why Invest in Multi Family
- Multi Family Trends
- The Multi Family Purchase
- Buying together-Syndication Role Play Drills
- Multi Family Underwriting Workshop

## Nucleus Week 6 – Powerful Deal-Making (Product Focus: Industrial & Office)

Here are some of the topics from Week #6:

- The Relationships of Negotiation
- Presenting Offers in A Winning Way
- Intro to Industrial Properties & Industrial Trends
- Intro to Office Properties & Office Trends
- Successful Counter Offers
- Negotiation Vs. Over Negotiation
- How & When to Work with Buyers

## Nucleus Week 7 – Escrow Essentials (Product Focus: Hospitality & Land)

Here are some of the topics from Week #7:

- How to Best Open Escrow
- Building Communication Logs & Habits
- How to do a Residual Land Analysis
- Contingency Removal Strategies
- The Commercial Appraisal
- Hurdles During Contract
- Cold Call Topic: Nurturing Buyers that Lost the Deal

## Nucleus Week 8 – Closing & Conquering (Product Focus: Commercial Leasing)

Here are some of the topics from Week #8:

- Closing Commercial Deals: Key Differences from Residential
- 5 Steps When Closing Escrow
- Tenant Representation Basics
- Anatomy of the Commercial Lease
- Post-Closing Client Care
- Budgeting Your Brokerage
- Deal File Checklist- Property Runner

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## What's Your Number?

A session to totally change the way you look at client interactions – we will complete a behavior type indicator analysis for each attendee, along with an overview of how these different behavior types interact. Attendees will learn to spot their client's key behavior indicators and develop strategies to use this information to generate a successful sale. Role play of listing and buying scenarios will follow the presentation.

The course has both a commercial and residential variant. It is scheduled for 2 hours, however since the role play takes on a life of its own, it usually runs 2 ½ or 3 hours. This can be double booked, with a session for residential agents in the morning and a session for commercial agents in the afternoon for maximum impact.

## Being Supplied Answers Beats Trying Guesses

This introduction to the BSABTG metric will give agents a powerful framework for their client interactions. Attendees will learn the six critical questions they need to ask to drive sales. They will then join in an extensive role play, with peer analysis, of various listing and buying scenarios to create a positive environment for sales skill development.

This session has both a commercial and residential variant and runs approximately 2 1/2 hours.

## Rejection, Objections and Persuasion

Participants in this dynamic and open format session will learn to differentiate between rejection and objections and develop effective sales techniques to handle both. We will reinforce and expand our skills together during in-depth role play of both buyer and seller objections. Attendees should have completed What's Your Number and Being Supplied Answers courses prior to this class.

Typical run time is 2 hours, and this has both a commercial and residential variant.

## Opportunities & Pitfalls in Commercial Real Estate

Do you have a client with a commercial real estate need and are unsure how to handle it? This course is perfect for you. You will learn the various types of commercial real estate, common terms, some of the risks and challenges that are unique to the commercial real estate marketplace. We will compare a residential versus a commercial transaction and give you the knowledge to uncover additional commercial opportunities from your existing client base.

This is class us approximately 3 hours long and is perfect for residential agents, "resi-mercial" agents, and managing brokers who are looking to better understand the commercial real estate business.

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## Best Practices in Marketing Commercial Real Estate

Attendees will be given a packed playbook to use when marketing commercial real estate, with practical application examples. They will learn to be an effective commercial listing agent, from the initial market study to the closing table and beyond. The focus is to help agents create a long-term, sustainable book of business by applying timeless commercial real estate fundamentals. Multiple property types are covered including: office, retail, multi-family, industrial, and medical office.

This class typically runs 3 hours and is applicable to both new and experienced agents.

## Best Practices in Leasing Commercial Real Estate

This class is ideal for commercial brokers looking to explore and expand their leasing efforts. We cover everything from the initial leasing conversation to lease signing and beyond, in this fun filled session. Attendees will leave with an array of skills and techniques they can use to leverage their client relationships into a sustainable income stream. Multiple property types are covered including office, retail, multi-family, industrial, and medical office.

This class typically runs 3 hours and is applicable to both new and experienced agents.

## Best Practices in Property Management: Mining for Gold Isn't Easy...

Attendees will explore a wide variety of management techniques and property types. Hotbed issues like the Housing Choice Voucher Program, Service Animals/ Emotional Support Animals, Crime-Free Addenda, and medical/recreational marijuana use will be covered. The course will then explore ways to leverage property management assignments to create a long-term sustainable business for commercial brokers.

This class typically runs 3 hours and is perfect for both newer and experienced commercial agent.

## Why Should I Hire You? The Value of Representation in Commercial Transactions

This highly interactive session will arm brokers with the skills they need to demonstrate value to their commercial clients. We will explore a wide variety of seller types, property types, and leasing/selling scenarios with a great deal of active role play. Participants will learn effective techniques to raise their value to their clients and net more money from commercial real estate transactions.

This class typically runs 2 hours, but can run longer with role play, and is perfect for both newer and experienced commercial agents.

## AVM's: The Good, the Bad, and the Ugly!

In this fast paced, data focused session attendees will learn how the average consumer uses AVM's as part of their decision process when purchasing or selling a property. Agents will also be given powerful sales techniques to use AVM's as a transactional resource, rather than an

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obstacle. A detailed case study with real world data samples will be used to show how theory meets the real world.

3 Hours, perfect for new or experienced residential agents.

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## Residential Sales Skills:

### What's Your Number?

A session to totally change the way you look at client interactions – we will complete a behavior type indicator analysis for each attendee, along with an overview of how these different behavior types interact. Attendees will learn to spot their client's key behavior indicators and develop strategies to use this information to generate a successful sale. Role play of listing and buying scenarios will follow the presentation.

The course has both a commercial and residential variant. It is scheduled for 2 hours, however since the role play takes on a life of its own, it usually runs 2 ½ or 3 hours. This can be double booked, with a session for residential agents in the morning and a session for commercial agents in the afternoon for maximum impact.

### Being Supplied Answers Beats Trying Guesses

This introduction to the BSABTG metric will give agents a powerful framework for their client interactions. Attendees will learn the six critical questions they need to ask to drive sales. They will then join in an extensive role play, with peer analysis, of various listing and buying scenarios to create a positive environment for sales skill development.

This session has both a commercial and residential variant and runs approximately 2 1/2 hours.

### Rejection, Objections and Persuasion

Participants in this dynamic and open format session will learn to differentiate between rejection and objections and develop effective sales techniques to handle both. We will reinforce and expand our skills together during in-depth role play of both buyer and seller objections. Attendees should have completed What's Your Number and Being Supplied Answers courses prior to this class.

Typical run time is 2 hours, and this has both a commercial and residential variant.

### Drawing Circles, Making Ripples, and Riding the Wave to More Closings

Believe open houses are a waste of time? Think again!!! This session will focus on the value of open houses and hyper local property marketing; and demonstrate how agents can use them to create a strong, repeatable source of listing business. Attendees will receive a 10-point engagement plan along with proven techniques to increase open house traffic and improve client conversion rates.

Typical run time is 2 hours, and this is residentially focused.

### List to Live - How I Learned to Love Pyramids

Attendees will learn to use available data resources to understand the market dynamics of their trade area and discover neighborhoods with the greatest opportunity for business development.

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They will be equipped with the tools to analyze any marketplace for its sales viability; and will receive a blueprint for becoming the dominant agent in a marketplace. This is a hands-on session, and each attendee will need to bring a laptop/tablet.

The class relies heavily on residential RPR and local MLS data, and it is critical that students understand how to use them well. Duration is 3 hours, however there are always a great deal of questions afterwards that will add more time.

## Effective Buyer Techniques – Stop Being a Taxi Driver & Start Closing Deals

Buyers are a valuable part of a proper real estate business; however, they can also be a huge drain on our time and resources if they are not properly qualified and managed. Attendees will learn the skills to vet buyers, plan an effective engagement strategy, and build buyer loyalty. Since every buyer will one day be a seller, we also cover long term relationship maintenance and sourcing referrals.

Typically runs 3 hours, residential and commercial variants are available.

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## Course Packages:

### Learn, Understand & Overcome: Investing in Yourself for Greater Profitability

Combining “What’s Your Number”, “Being Supplied Answers Beats Trying Guesses” and “Rejection, Objections, and Persuasion” makes for a full day of intense and effective skill building for agents. This is a fantastic course track for those who are new to the business, or experienced agents who need a recharge. Agents will leave with proven sales skills they can use to increase their profitability and client satisfaction.

Full day only

### Now What? You Have Your License, How Do You Find and Engage with Clients?

This full day combines “List to Live”, “Drawing Circles...”, and “Effective Buyer Techniques” into a master class on ways to successfully find and close transactions whether it be on the buy or sell side. Agents will learn to understand market dynamics and leave with a solid game plan to develop and successfully grow their business.

Full day only

### New Agent Boot Camp:

Combining “Learn, Understand, & Overcome” with “Now What?” this powerful 2-day session is a great kick start for agents just entering the business or agents who may need a refresher on the fundamental skills that will net more closings.

2-day only

### Commercial Real Estate 101: How to Go from Zero to Hero

This full day session combines “Pitfalls & Opportunities in Commercial Real Estate” with “Why Should I Hire You?” to give newer agents and managing brokers an understanding of the commercial real estate fundamentals along with the sales skills to convey their value to clients. It is a perfect introduction to the commercial real estate world, with in-depth active role play and sales practice.

Full day only

### Advanced Commercial Workshop:

Combining the 3 “Best Practices” sessions, experienced agents will leave with a solid blueprint for expanding their client list and improving their efficiency as agents.

Full day only

### Commercial Boot Camp:

Combining the 101 Session, along with the best practices in leasing, property management, and marketing commercial real estate makes this an action packed, 2-day experience. This can be

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marketed to both new and seasoned commercial agents, some of whom may want to attend either day, rather than both.

2-day only