

ENGAGEDSEMINARS, INC.

Complete Course Listings
2023

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John LeTourneau, ABR, AHWD, C2EX, CIPS, CRS, e-PRO, GRI, PSA, RENE, SRS, MRP is a Consultant/Trainer for [Dynamic Directions](#) and is an approved instructor for the following courses:

Description	Audience	Duration	Format V = Virtual I = In Person
Commercial CORE: Commercial Orientation Resulting in Excellence	Commercial	5 Days	In Person Only
Opportunities & Pitfalls In Commercial Real Estate	Commercial	3 Hours	V & I
Best Practices In Marketing Commercial Real Estate	Commercial	3 Hours	V & I
Best Practices In Leasing Commercial Real Estate	Commercial	3 Hours	V & I
Why Should I Hire You?	Commercial	3 Hours	V & I
Breaking Down Your Market With Data:	Residential Commercial	3 Hours	V & I
Bulletproof Your Business For A Changing Market:	Residential Commercial	3 Hours	V & I
Being Supplied Answers Beats Trying Guesses	Residential Commercial	3 Hours	V & I
REBAC Build Wealth Representing Investors & Becoming One Yourself	Residential Commercial	1 Day	V & I
REBAC Accredited Buyer Representative Designation (ABR)	Residential	2 Days	V & I
NAR Certified International Property Specialist Designation (CIPS)	Residential Commercial	5 Days	In Person Preferred
NAR Pricing Strategy Advisor Certification (PSA)	Residential	1 Day	V & I
NAR Real Estate Negotiating Expert Certification (RENE)	Residential	1 Day	V & I
REBI Seller Representative Specialist (SRS)	Residential	1 Day	V & I
The Inside Baseball on Volunteer Leadership	Residential Commercial	1.5 Hours	V & I
Strategic Planning For Commercial Overlay Boards/Committees	Commercial	Variable	V & I

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Commercial Real Estate CORE: This intensive 5-session master class will equip Realtors with the critical skills they need to develop a sustainable and successful career in commercial real estate. This is the perfect course for agents looking to launch a thriving commercial career. It is offered in person only.

DAY	Topics Covered
1	The Commercial Landscape - Residential vs. Commercial
	Commercial Real Estate Brokerage Models
	Know Your Numbers – Understanding Market Viability
	Building a Database – From Micro to Macro
	Monetizing Your Database – Put the Plan in Action
	Prospecting Calls - Make the Phone Your Cash Register
2	Industrial Deep Dive
	Multi Family Deep Dive
	Retail Deep Dive
	Office Deep Dive
	Land Deep Dive
3	Fundamentals of Leasing
	Fundamentals of Sales
	Representing Buyers
	Representing Tenants
	Marketing Commercial Real Estate
4	Breaking It Down - The Science & Art of Underwriting
	Depreciation - Losing Money Is AWESOME
	The 1031 - Vanilla Ice Time
	The Escrow Process
	Case Study - Multi-Family & Retail
	Case Study - Office & Industrial
5	Must Have Tech Tools
	The 1st Appointment
	The 2nd Appointment
	The Commercial Positioning Analysis
	Specialization vs. Generalist Careers
	Developing Your Long-Term Career Playbook
	Now What? - Putting It All Together

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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 transaction and referral opportunities from your existing client base.

This class runs 3 hours and is perfect for residential agents, “resi-mercial” agents, and managing brokers who are looking to better understand the commercial real estate business. Available virtual or in person.

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 runs 3 hours and is applicable to both new and experienced agents. Available virtual or in person.

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 informative 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 runs 3 hours and is applicable to both new and experienced agents. Available virtual or in person.

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 runs 3 hours and is applicable for both newer and experienced commercial agents. Available virtual or in person.

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[Breaking Down Your Market with Data - Is There Enough To Eat???](#)

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

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 and relies heavily on local MLS, RPR, and CIE data, and it is critical that students understand how to use them well prior to attending.

This class runs 3 hours and has both a commercial and residential variant. Available virtual or in person.

[Bulletproof Your Business for A Changing Market](#)

The market is shifting rapidly, and this session will help students be ready for any market. Attendees will learn ways to set up business accounts, prepare for life as an independent contractor, build business credit, plan effectively for retirement, and explore alternative income streams to diversify and bulletproof their business. Additionally, we will explore the unique advantages that Realtors have when investing in real estate for their own account. This is the class agents wish they had taken before they were licensed to set them on the path to success.

This class runs 3 hours and has both a commercial and residential variant. Available virtual or in person.

[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 drive successful 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. Everybody will participate in this fun and high energy session.

This class runs 3 hours and has both a commercial and residential variant. Available virtual or in person.

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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. Students will learn how to work with investors as they goal set, plan, evaluate, and acquire properties as well as manage them. Critically, this will also prepare Realtors to become active real estate investors and build wealth for themselves.

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

This class runs 1 full day and is good for any Realtor who is looking to understand investment real estate. Available virtual or in person.



This class is at the heart of earning the coveted ABR designation and offers a powerful overview of the value of buyer's agency in the residential real estate transaction. The 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. Students also develop a self-customized tool for conducting a buyer counseling session.

When coupled with the Seller Representative Specialist (SRS) and Real Estate Negotiation Expert (RENE) this forms an incredible knowledge base for all aspects of residential real estate transactions.

This class runs 2 full days and is available virtual or in person.

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The CIPS course provides attendees with the foundational tools they need to take their business from hyper-local to hyper-global. Over a 5-day period students will learn fundamental skills, build their global network, and put these skills to work in real world scenarios. Once students complete the courses, they can apply for the CIPS Designation, which only 0.002% of Realtors have earned. This is the gold standard for understanding and effectively completing global transactions. Aspects of global real estate covered include:

- Cross-cultural relationships
- Regional market conditions
- Investment performance
- Tax issues
- This course is taught in an environment of cross-cultural sharing and learning, and students are challenged to create real time assessments of various countries during class.

This class can be focused residentially or commercially as needed and runs 5 full days. In person is STRONGLY preferred due to the nature of the course and networking.



The Pricing Strategy Advisor (PSA) certification is specifically designed to enhance agent skills in pricing residential properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

Key Benefits:

- The purpose and benefits of CMAs, and how to guide clients through them
- Terminology of pricing and valuation
- The Code of Ethics as it relates to pricing
- How to identify appropriate comparables, and where to find information about them
- The role of supply and demand in pricing
- How to adjust comparables
- How to hone pricing skills and practices

This class runs 1 full day and can be in person or virtual.

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The RENE course is an interactive experience to help residential negotiators elevate their game. Students will examine all types of negotiation formats and methods including virtual. A full spectrum of tips, tools, and techniques are provided so that RENE students can produce effective results for their clients. Topics covered include:

- Process phases of a negotiation
- Developing a negotiating plan
- Understanding the influence of personality styles in the negotiating process
- Understanding conflict behavior types
- Establishing a strong bargaining position
- Venues for negotiation – text, email, phone, virtual
- Understanding and application of the Code of Ethics

This class is 2 days in length. It can be delivered virtually but is much more interactive when in person.



The Seller Representative Specialist (SRS) designation, recognized by the National Association of REALTORS®, is the premier credential in residential seller representation. It is designed to elevate professional standards and enhance personal performance. SRS is a global community of REALTORS® who use their ideas and expertise to represent sellers professionally and ethically.

The SRS Course provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's shifting marketplace.

Students learn to:

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

This class is 2 days in length. It can be delivered virtually but is much more interactive when in person.

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The Inside Baseball of Realtor Leadership:

This session is designed to offer Realtors a volunteer pathway to successful and fulfilling committee work. Leveraging his experience as Past President of the Mainstreet Organization of Realtors, the 7th largest local association in the country with over 20,00 members, having successfully chaired committees at all 3 levels, and serving as a Director at both State and National level, John gives attendees a blueprint to get them on the fast track to identifying and maximizing their leadership journey while avoiding volunteer burnout.

This session has both a commercial and residential variant, runs 1.5 hours, and is perfect for leadership development modules at the local/state level.

Strategic Planning for Commercial Overlay Boards or Commercial Committees/Councils:

As a Commercial Realtor since 2005, John deeply understands the unique needs and nuances of Commercial Realtors. He will work with you to create a comprehensive multi-year strategic plan. We begin with an analysis of your organizational history, then look at current membership, leadership, and resources; and finally look to the future to determine where your organization needs to be to stay relevant to your Commercial Realtor members.

This can run anywhere from ½ day to 2 days, please reach out for a detailed proposal.

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John LeTourneau Bio



John LeTourneau has been a full-time commercial broker since 2005 and specializes in helping his clients build multi-generational wealth through investment real estate. He leads a 5-person commercial team in the Chicago suburbs that actively works with buyers, sellers, landlords, and tenants. He is also the Commercial Managing Director over 9 Keller Williams offices in the Western Suburbs with 29 commercial agents.

As his career developed, John always believed in giving back to the real estate community via volunteer leadership. He is the Immediate Past President of the 20,000 member Mainstreet Organization of Realtors, the 7th largest Realtor association in the United States and a member of the Board of Directors of both the National Association of Realtors and Illinois Realtors. John is also the Illinois Realtor's Liaison to the Irish Consulate in Chicago and State Legislative Contact for State Senator John Curran. He was most recently chosen by NAR First Vice President Tracey Kasper as Vice-Chair of NAR's Commercial Leadership Forum for 2023, which provides a forum for commercial members, volunteer leadership and staff to learn about timely commercial real estate business issues, innovations, and industry updates.

John is also passionate about commercial real estate education and regularly speaks across the United States, Canada and Europe on a wide range of real estate topics with a special focus on investment trends and global real estate opportunities. He is also a Consultant/Trainer for [Dynamic Directions](#), the premier Realtor training company. He is a tireless advocate for raising the bar of professionalism in the real estate industry and mentoring the next generation of real estate leaders.

John has earned the following certifications/designations: ABR, AHWD, C2EX, CIPS, CRS, e-PRO, GRI, PSA, RENE, SRS, MRP and is a CCIM Institute Candidate.

John is a lifetime Chicago resident, brings incredibly tasty baked goods wherever he teaches using his mom's recipes, fishes whenever he can, and is a massive, but long-suffering McLaren Formula 1 fan.

He can be reached at:

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