



Description of Learning Libraries

Real Estate Sales Series:

1. **Prospecting Techniques:** Prospecting is essential for success in real estate. This course will give examples of different prospecting techniques and tools to help the real estate professionals enhance their business.
2. **FSBOs and Expired Listings:** FSBOs and Expired Listings are two of the most valuable areas to prospect, but they can be time consuming if not done correctly. This course is designed to help the real estate agent decide whether pursuing these types of listings is right for them.
3. **Listing Presentations:** As with any presentation, a good Listing Presentation requires preparation. This course is designed to help the real estate agent prepare and present their knowledge of the real estate market to get the listing.
4. **Using Technology in Sales Calls:** This course is designed to help real estate agents integrate technology tools into everyday business life in order to cultivate and maintain their client base.
5. **Open Houses:** This course is designed to help the real estate agent to organize an Open House to be an effective tool for gaining prospects and demonstrating his/her excellence as an agent.
6. **Presentation Skills:** This course is designed to enhance your presentation skills as a real estate agent. The information in this module will help you become a more confident, effective and persuasive speaker.
7. **Negotiation Skills:** This course is designed to help the real estate agent understand the most effective ways in which to facilitate the sale of a property, whether representing the seller, buyer or both. Pitfalls in real estate sales are discussed in an effort to help the real estate professional avoid them and to be successful in each transaction.
8. **Influences on Buyer Behavior:** There are a number of influences that affect the behavior of a buyer. Those influences are not mutually exclusive, but are all interconnected and work together to form who we are and how we behave. Buyer Behavior can have an influence on homeowners and those looking to buy. Real estate agents will benefit by having knowledge about Buyer Behavior because it will allow them to start to understand the reasons behind home purchase decisions. This course is designed to discuss a number of the major internal and external determinants of Buyer Behavior and how it affects the buying and selling in the real estate market.

Real Estate Technology Series:

1. **Computer Systems:** This course is an overview of computer systems. It introduces users to concepts of computer hardware, software, computer languages, file management, and word processing. Computers are essential tools for the real estate professional.
2. **Universal Serial Bus (USB) Drive:** Real estate agents are often on the go, showing buyers different houses and meeting with sellers. It is important for the real estate agent to have access to a number of important documents. One of the most common computer accessories is the USB drive; also known as a Flash drive or Thumb drive. Keeping these documents handy and on a USB drive may be just what you need. This course outlines USB technology; users will see how drives can be attached, used and removed.
3. **Global Positioning Systems (GPS):** One of the latest technology tools business professionals are using is the Global Positioning System (GPS). This course outlines how GPS functions and how the real estate professional can use it in the location of properties, potential clients and more.
4. **Podcasting:** The challenge of any real estate professional is connecting to clients and distributing information to them. The internet has been a useful tool for this, but it has once again delivered new opportunities to connect with people through the use of Podcasts. This course outlines what a Podcast is, the equipment required, how to create a Podcast, Hosting a Podcast and using them in a real estate environment.
5. **Digital Photography:** Photography has been around for decades. With the advances of technology, however, it no longer requires excessive amounts of training or high equipment costs. The real estate agent frequently takes photos of properties that were recently listed, for presentations to clients and potential clients, as well as advertisements. This course outlines the concepts of Digital Photography including: how a digital camera works, the camera lens, photo storage mediums, camera effects and how it can be used by the real estate professional to enhance the quality of their work.
6. **Contact Management Tools:** This course outlines the most commonplace technology for contact management, a Personal Data Assistant (PDA). Users will learn about the many types of PDAs and variations on the concept. Additionally, users will see examples of how PDAs can record memos, appointments, contact information, and electronic business cards.
7. **Mapping Technologies:** There have been many tools placed on and off the Internet that render or generate maps. Web-based maps are important because they provide greater opportunities such as real-time maps, faster and cheaper data updates, personalized content and sharing of data. The conventional method of mapping to observe, transpose to paper, and then distribute does not work well with change. Nowadays, land moves with the power of machines and cities start to grow overnight. Digital Maps allow people to access and update maps when change happens. This course outlines concepts of mapping technology and how some apply and add value to a real estate professional's work.

8. **Microsoft Word 2002:** Word processing is an essential tool for any business professional. Microsoft Word has become an integral part of most organizations. The real estate profession is no different. Developing letters and invitations, creating other documents from scratch or modifying existing documents are just a few of the tasks you may need to perform. This course outlines the basic layout and components of Microsoft Word 2002.
9. **Introduction to PowerPoint 2002:** Creating presentations is an essential part of the real estate business. They are used for Listing Presentations, Buyers Seminars, to name a few. This course outlines the use of one of the more popular tools for generating digital presentations, Microsoft PowerPoint. Users will get an explanation of the basic layout and components of the program.

Real Estate Safety Series:

1. **Personal Safety Awareness:** This module has been designed to provide real estate professionals and support staff with critical knowledge that may help to prevent and/or overcome a preplanned or spontaneous attack upon them. The aggressive response philosophy driving the instruction in this module subscribes to the fight and/or flight response options, which are believed to avert attacks, mitigate injury and maximize survivability when subjected to a crime of violence.
2. **Violence Prevention:** The real estate professional can, in the course of the day, find himself/herself in a dangerous situation. Safety is often dismissed or forgotten when meeting clients, showing properties or other day-to-day business activities. This course is designed to review skills learned in the Real Estate Safety Awareness module, teach additional skills, compare and contrast the various environmental conditions the real estate agent may experience, as well as to discuss tactical strategies and mindsets needed to be safe in the real estate business.
3. **Violence Intervention:** In the constant and prudent pursuit of safety in the world of real estate, danger continues to happen, often unexpectedly. This module is designed to compare and contrast verbal, physical and weapon response options in case of an attack, how to handle attackers with weapons, and response options in the case of abduction.
4. **Cyber and Identity Safety:** Much of communication today is conducted through the internet. It is fast, easy, inexpensive and basically efficient, particularly in the real estate business. Time is money and the internet brings to the real estate professional the benefit of extra time to focus on his/her business; yet, at the same, brings worries and danger of Identity theft and cyber fraud. This course discusses what to do if one falls victim to ID theft or cyber scam, the techniques that will help prevent falling victim to fraud including credit card fraud and provides valuable information for resources available to the real estate professional.