



## EDUCATION UPDATE

### **FEBRUARY CLASSES -- including new courses with Pima College!**

#### **Branding Your Real Estate Business with Kurtis Bieber**

**February 2**

9 am – 12:00 pm

Instructor: Kurtis Bieber

CE: NONE

How do you brand your business? Come and learn the key elements of branding!

- Designing Your Brand
- Understanding Your Audience
- Knowing Your Competition
- Bring Your Brand to Life - Consistency
- Develop Content that's Relevant (and Platform Appropriate)
- It's ALL about the RELATIONSHIP

And more! [REGISTER HERE](#)

#### **Online Learning Options**

Set Yourself Apart with Your Dynamic Communication – A new series to assist you in the electronic culture. Showcase your professional brand in the best light possible in the least amount of time to gain credibility with your client or potential client.

**"Setting Yourself Apart with Professional Voice Mail and Messages"** Length 4:38

**"Setting Yourself Apart with Professional Text Messages"**  
Length 5 minutes

**"Setting Yourself Apart with Professional Email"** Length 7 minutes

[Click here to choose any of the above videos](#)

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#### **The Contract: A Series of Non-Stop Negotiations**

**February 6**

1pm – 4pm

Instructor: Theresa Barnabei

CE: 3 Hours Contract Law

We negotiate for a living!! Every real estate transaction, whether that be a Buyer Broker Agreement, Listing Agreement or Purchase Contract, is a series of negotiations. This class explores the negotiation cycles of transactions and how you can improve your negotiating skill level and effectively communicate throughout any contractual relationship. [REGISTER HERE](#)

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#### **Pima Community College - The Independent Contractor: Business Planning**

**February 7**

8:30 am – 12:30 pm

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**FOR MLSSAZ**

Instructor: Pima Community College (PCC)

**Cost: \$59**

**Register: Contact PCC at 520-206-6468**

A successful realtor is someone who has the motivation, drive, and desire to become a vital player in today's economy – a business owner. In this hands-on workshop, you will have the opportunity to create your own business or improve one you already have. As you develop your business plan, we will consider every aspect of business operation in preparation for success, such as marketing, finances, sales, and general management. This course will give an overview of business planning that create a predictable, manageable outcome to meet individual goals for expansion, contraction or maintenance of the business.

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### **CRPM: Fair Housing for the Property Manager (Remote)**

**February 9**

9am-12:00pm

Instructor: Denise Holliday/Mike Mulvena

CE: 3 Hours Fair Housing

Get a detailed breakdown of fair housing in property management.

Learn more about federal and city laws, enforcement and prosecution, identifying potential violations, advertising and social media, sexual harassment and reasonable accommodations & modification. **Register through AAR. [REGISTER HERE](#)**

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### **CRPM: the Anatomy of the AAR Lease Agreement**

**February 9**

1pm-4pm

Instructor: Denise Holliday/Mike Mulvena

CE: 3 Hours Contract Law

Fine-tune your understanding and use of the AAR Lease Agreement. Take a journey through the clauses, responsibilities and use of the AAR Lease Agreement. You'll get an understanding the basic terms of the Lease, clarity on what your client's responsibilities are and what common misunderstandings & errors can trip you up. **Register through AAR. [REGISTER HERE](#)**

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### **Pima Community College: Maximizing the Team Experience**

**February 14**

8:30 am – 12:30 pm

Instructor: Pima Community College (PCC)

Cost: \$59

**Register: Contact PCC at 520-206-6468**

Understand the approach to achieving high-impact teams through communication, leadership, conflict resolution and team dynamics. Team building is an effort in which a team studies its own process of working together and acts to create a climate that encourages and values the contribution of team members. Participants will explain the how and why of active listening, show the results of good listening, direct the

## **CLASSES**

There is a recommended sequence to take classes to maximize your MLSSAZ learning path and to feel comfortable with the pace of each class:

- 1.MLSSAZ 101: Introduction to the Features of Flexmls
  - 2.MLSSAZ Searching and Results in Flexmls
  - 3.MLSSAZ: Comparative Market Analysis (CMA) Reports in Flexmls
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### **Introduction to Flexmls 101**

This class is the focus of listing collections, subscriptions and creating a client portal. Learn all the basic features.

**February 9**

**10:00 am-12:00 pm**

Lab [Register Here](#)

**February 23**

**10:00 am-12:00 pm**

[Register Here](#)

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### **Searching & Results in Flexmls**

This class includes searching with all the upgraded features, zip code, map features and tools, and the best principles to ensure the results you desire.

**February 28**

**1:00 pm-3:00 pm**

improvement of listening skills, explain concepts of trust, credibility and mutual understanding, provide strategies for encouraging trust and understanding, learn the difference between managers and leaders, learn the qualities of good leaders, understand leadership vision and explain problem solving techniques that work.

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**The Code, The Law and You  
February 14**

9:00 am- 12:00 pm

CE: 3 Hours Commissioner's Standards

This class fulfills the NAR Code of Ethics requirement. REALTORS® are required to complete ethics training within a two-year cycle. The current two-year cycle will end Dec. 31, 2018.

[REGISTER HERE](#)

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**New Member Orientation** (This class is ONLY for NEW members)

**February 19**

9:00 am – 3:00 pm

CE: 3 Hours Commissioner's Standards

This course is designed to provide you with the tools, resources, knowledge, and relationships to build a successful real estate career.

This course also meets the requirements of the National Association of REALTORS® mandated Ethics requirement. We will address common issues and questions which arise in the real estate industry and help you begin your real estate career with excitement and enthusiasm. We can't wait to involve you in the Voice for Real Estate within Southern Arizona.

[REGISTER HERE](#)

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**GRI Marketing Essentials**

**February 21**

8 am – 4:30 pm

Instructor: Holly Mabery

CE: 3 Hours Agency & 3 Hours Disclosure

GRI: Market Essentials: Property Condition

This class is intended to help the REALTOR® identify their role in qualifying a property to get it ready for listing. Students will review "red flag" issues and the impact they can have on disclosures, inspections, appraisals, and ultimately – the closing. It will include scenarios that will carry through each unit of the class highlighting the buyer's and seller's perspective of the process. [REGISTER HERE](#)

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**Pima Community College-Managing Risk: Insurance and Liability**

**February 21**

8:30 am – 12:30 am

Instructor: Pima Community College (PCC)

Cost: \$59

**Lab**

[Register Here](#)

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**MLSSAZ:**

**Comparative Market  
Analysis Reports in  
Flexmls**

This class focuses on the 3 forms of CMA reports - 1 line, Quick CMA and Full CMA. You need to have attended MLSSAZ 101 or MLSSAZ Searching or have at least 1 year experience as an agent to attend this class. It is fast paced and results-oriented.

**February 7**

**10:00am-Noon**

**Lab**

[Register Here](#)

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**MLSSAZ: Tips and  
Tricks to  
Maximize Flexmls**

**February 16**

**10:00 am-11:30**

**Lab**

This class is to help you with all the features to save time and customize how you use Flexmls. From the way you view listings, to the reports you chose, to listing activity reports to driving directions - this class is for you. You must have attended MLSSAZ 101 or have 2 plus

**Register: Contact PCC at 520-206-6468**

Anyone can sue for anything! No one expects to have a claim filed against them, but every real estate sales agent is at risk. Participants will use case studies to develop judgment and improve communication strategies to managing risk. Insurance policy limits, primary policies, company policies, negligence, the cost of discovery and what it means to perform as a fiduciary.

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**Pima Community College: Financial Boot Camp for the Entrepreneur  
February 28**

8:30 am – 12:30 pm

Instructor: Pima Community College (PCC)

Cost: \$59

**Register: Contact PCC at 520-206-6468**

Introduction to the role of numbers in running a business, the role of the "chief financial officer", financial statements and accounting principles, financial statement analysis, building a scorecard for the business, analyzing financial problems and developing solutions, gaining visibility and perspective in profit management, managing cash flow, dealing with creditors in a cash crunch, financing the business, and financial decision making tools. Includes the components of a budget, common budget challenges, creating a pro-forma income statement and responding to budget deviations.

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**Buyer Qualifications Made Easy**

**February 27**

1pm- 4pm

Instructor: Glen Smart

CE: 3 Hours General

Mortgage rules are ever-changing, as are special down payment assistance and tax incentive programs. You'll learn the very latest about programs available and understand the common pitfalls associated with financing. You'll enjoy smoother closings and enhance the buying power of your clients. [REGISTER HERE](#)

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**Contact Information:**

Annalisa Moreno, [annalisa@tucsonrealtors.org](mailto:annalisa@tucsonrealtors.org) or 520-382-8789

Amy Whittier [amy@tucsonrealtors.org](mailto:amy@tucsonrealtors.org) or 520-382-8788

FlexMLS Classes: BethAnn Neynaber, [bethann@tucsonrealtors.org](mailto:bethann@tucsonrealtors.org)  
520-382-8790

**Education Class Policies** (applies to TAR classes/seminars):

**Walk-in Policy:** Provided there is space in the class, walk-ins are allowed to attend for a fee of \$10. There is no fee for MLS classes.

**Cancellation Policy:** Cancellation must be received no later than 24 hours prior to the class date. After that period a \$20 no show fee will be assessed.

**Late Policy:** To receive Continuing Education Credit, the attendee must

years experience in Flexmls.

[Register Here](#)

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**Questions about  
which class is best  
for your needs?**

**Please call  
BethAnn, Training  
Specialist, 382-  
8790.**

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not be later than 5 minutes after the published class start time. This policy also applies to non-CE classes.



Tucson Association of REALTORS® 2445 N. Tucson Blvd. Tucson AZ 85716

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