

## Continuing Education for Real Estate Agents

All courses qualify for 1-hour TREC approved elective CE credit unless otherwise noted

### **Real Estate in the Palm of Your Hand**

**Course # 41446**

**Instructor: Summer Swope**

PalmAgent ONE is real estate's #1 closing cost app that provides calculators to prepare estimates, net sheets, and more. In this class, we will demo this powerful tool live so you're equipped to answer client questions quickly and easily while on-the-go or at the office.

### **Credibility Counts! The Use & Misuse of Real Estate Stats**

**Course # 43701**

**Instructor: Summer Swope**

Statistics can be a valuable tool for assessing trends in the real estate market; however, they are also among the most misused "facts" provided to consumers. In this class, real estate agents will learn how to properly use statistics in their real estate marketing and discuss credible sources for finding real estate statistics.

### **The Power of Video**

**Course # 43706**

**Instructor: Summer Swope**

Video marketing is one of the most effective ways to capture people's attention in real estate; however, it is often avoided due to insecurities. In this class, we will watch several real estate videos, talk about apps and platforms to help create videos, and discuss what platforms can and should be used to promote your videos.

### **Business Planning for Real Estate Success**

**Course # 40711**

**Instructor: Summer Swope**

Creating a written business plan is one of the most important elements of a strong, sustainable real estate business. In this class, we will discuss strategies to create a simple business plan by analyzing strengths, weaknesses, opportunities, and threats. We will help with setting attainable and realistic goals to keep real estate agents focused year after year.

### **Introduction to Canva for Real Estate Marketing**

**Course # 41565**

**Instructor: Summer Swope**

Canva is a free graphic design tool with built-in templates to give your real estate flyers, brochures, and social media posts a polished, professional appearance. In this class, we will show real estate agents how to customize these designs to market listings, open houses, and so much more.

### **Managing Your Real Estate Reputation Online**

**Course # 41735**

**Instructor: Summer Swope**

When looking online for a real estate agent, consumers almost always trust the ratings and reviews they find, whether good or bad. In this class, we will take a look at several review platforms, share tips for optimizing your profiles on each platform, and discuss how to get, respond to, and leverage reviews, on and offline.

### **Effective Methods for Generating New Business**

**Course # 40704**

**Instructor: Summer Swope**

Generating leads is one of the most important things agents should do to ensure long-term success in real estate. We will discuss lead generation methods such as email, text, social media marketing, and several others along with tools and resources to assist with getting and converting leads.

### **The Art of Keeping Customers for Life**

**Course # 41660**

**Instructor: Summer Swope**

Repeat and referral business is every real estate agent's dream, and it starts by providing value to customers before they leave the closing table. In this class, we will discuss personalized methods for keeping in touch regularly, creative ways to stay top-of-mind, and opportunities to help real estate agents be a hero in the eyes of their customers.

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### **Follow the Yellow Brick Road To Curb Appeal**

**Course # 44579**

**Instructor: Summer Swope**

When a home's curb appeal makes a great first impression, everyone (including potential buyers) wants to see what is inside. In this class, real estate agents will learn about inexpensive outdoor improvements to landscaping, porches, and other spaces. We will also review current outdoor trends. Real estate agents learn how to provide simple solutions to sellers while prepping a home for sale to enhance the curb appeal with resale in mind.

### **Power Up! Smart Home Tech for Real Estate**

**Course # 44583**

**Instructor: Summer Swope**

When implemented properly, smart home technology is capable of increasing a home's resale value because of the added level of security, comfort, and entertainment it provides. However, there are risks real estate agents need to know about. In this class, real estate agents will review smart home devices, how they work, and how these devices can affect a real estate transaction when working with buyers and sellers.

### **Serving vs Selling – Customer Care for Real Estate**

**Course # 43698**

**Instructor: Summer Swope**

Historically, buyers and sellers choose their real estate agents based on the “like, know, trust” factor; however, social media and online tools have given them a voice like never before, and they want more! The only way to give customers more in real estate is by serving them vs. selling them, which is a long-term approach that really focuses on building relationships. In this class, real estate agents will learn the five steps to serving their customers before, during, and after the real estate transaction in an effort to capture repeat and referral business for years to come.

### **Sold! How to Write Winning Listing Descriptions**

**Course # 43703**

**Instructor: Summer Swope**

When buyers and their real estate agents are looking at listings online, professional listing photos are what first grab their attention, but the listing description is what tells the story of the home. In this class, we will examine real listing descriptions to understand what entices buyers as well as what turns them off. We will learn what components are critical in all listing descriptions and leave with a magic recipe which includes tools and resources to help get your listings SOLD!

### **Safety First! Essential Tips for Real Estate Agents**

**Course # 43702**

**Instructor: Summer Swope**

Working as a real estate agent can be rewarding; however, without a plan in place, can also lead to dangerous situations. This class will equip real estate agents with practical, everyday safety tips as well as tips they can share with customers to ensure they're staying safe when buying or selling a home.

### **Successful Facebook Marketing Strategies**

**Course # 44581**

**Instructor: Summer Swope**

Facebook is a necessity for real estate agents to market their business as well as connect with past, current, and potential customers. This class will discuss different types of content to post to enhance engagement while highlighting groups, lists, and several other features Facebook has to offer.

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### **LinkedIn – The Business Side of Social Media** **Course # 44582**

**Instructor: Patrick Opela, Summer Swope**

Real estate agents can enhance their careers by using LinkedIn because it serves as the perfect platform to provide information about a business. Join us to understand how to use LinkedIn to research potential clients and connect with current and past clients. We will also talk about the importance of asking for recommendations.

### **Successful Instagram Marketing Strategies** **Course # 43705**

**Instructor: Summer Swope**

With over 500 million daily users, Instagram is currently the fastest-growing social media platform in the world. Most Realtors are on Instagram for personal use but are missing out on using it to market their real estate business. We will teach you how to use Instagram to connect with past, current, and potential clients by posting a variety of content and proper use of hashtags. Additionally, we will talk about other features within the app, such as live and stories, and leave you with tips and tricks to help your real estate business stand out from the rest on Instagram.

### **Top Trending Apps for Real Estate Agents** **Course # 44580**

**Instructor: Summer Swope**

The best apps for real estate agents and brokers make your to-do list easier. Whether it's helping a client book a slot at an open house or updating your marketing strategy, the best apps lead to a better experience for your real estate agents and their clients. In this class, we'll discuss the latest and greatest real estate apps we believe will support your business activities. The list will also include apps for making both personal and professional tasks easier.

### **\*\*Legal Update I (2022-2023)** **Course # 42039**

**Instructor: Brandi Abercrombie**

The purpose of Legal Update I is to support Texas license holder competence through the review of recent legislative and TREC rule changes, including changes to TREC promulgated contract forms. The courses include topics relevant to the current practice of real estate in Texas. We'll look at statutory changes and key TREC rules updates, then dive into some specific topics. That includes changes in the areas of Seller's Disclosure Notice requirements, water issues, contracts, promulgated forms, property management, and security issues. You'll also review the unauthorized practice of law.

### **\*\*Legal Update II (2022-2023)** **Course # 42040**

**Instructor: Brandi Abercrombie**

The purpose of Legal Update II is to support Texas license holder competence through the review of recent legislative and TREC rule changes, including changes to TREC promulgated contract forms. The courses include topics relevant to the current practice of real estate in Texas. Legal Update II covers Agency - Fiduciary Duties and Ethical Behavior of License Holders, Water and Mineral Rights, and Ad Valorem Taxes and Valuation.

**\*\*Legal Update I and Legal Update II satisfies The Texas Real Estate Commission (TREC) required 8 hours of Texas Legal Updates as part of the licensee's continuing education. Every 2 years, TREC releases up-to-date curriculum for Texas Legal Update I and II.**

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### **Social Media Guide for Real Estate Agents**

**Course # 43704**

**Instructor: Summer Swope**

The Social Media Guide for Real Estate Agents course will cover three of the top social media platforms. The class will cover why social media is an important part of a real estate agent's marketing strategy. We will discuss the difference between personal accounts and professional accounts. We will review the content that works best on each platform. The course will cover strategies for picking the best platform to fit a real estate agent's marketing needs, as well as tools and resources to streamline posting to social media.

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### **Branding For Real Estate**

**Course # 43700**

**Instructor: Summer Swope**

Though the concept of personal branding isn't new, questions remain about how to create one and, more importantly, what it means to maintain and inhabit that brand. Branding for Real Estate focuses on defining the components of a brand. We start with exploring what a brand is by evaluating real businesses and comparing the pros and cons of their brand. In this class, we will break down what our own brand is by defining our personal values, our professional gifts and telling our own story. Participants will leave class with the beginnings of their own brand mission statement and client persona.

### **The Texas Title Commitment – Schedules A to D**

**Course # 43452**

**Instructor: Brandi Abercrombie**

In this class, we will walk through one of the most important documents in the real estate transaction - the commitment. We will review each Schedule to help real estate agents discuss potential restrictions or limitations with buyers along with what "survey coverage" is, and what the title policy will and will not cover. We will also talk about common issues found on a commitment that must be resolved before closing can take place.

### **The Title Insurance Policy – What it Does & Does Not Cover**

**Course # 43453**

**Instructor: Brandi Abercrombie**

What is title insurance, why is it important, who needs it, and how much does it cost? In this course, real estate agents will learn the answers to all of these questions along with details about the title policy every real estate agent should know.

### **\* TREC Contract Changes – What's New?**

**Course # 43454**

**Instructor: Brandi Abercrombie, Summer Swope**

This course will review and discuss specific changes to the TREC One to Four Family Residential Contract (Resale), Condominium Contract, Farm and Ranch Contract, specific Addendum changes, and several others.

### **\*Avoiding Common Contract Mistakes**

**Course # 43194**

**Instructor: Brandi Abercrombie, Summer Swope**

This course will teach real estate agents the most common contract pitfalls and reoccurring mistakes which could impact the closing of a real estate transaction.

### **Surveys – A Brief Guide**

**Course # 43450**

**Instructor: Brandi Abercrombie**

This class will equip real estate agents with knowledge for reviewing a survey and provide a checklist to assist with listing appointments including the proper execution of a T-47.

### **Property Taxes in Texas**

**Course # 43449**

**Instructor: Brandi Abercrombie, Summer Swope**

This class offers a basic look at the property tax process in Texas. It will help real estate agents gain knowledge in the ad valorem tax process, a study of tax exemptions, pro-rations, tax liens, and how they impact the real estate closing.

### **The Texas Homestead & Real Estate Transactions**

**Course # 43451**

**Instructor: Brandi Abercrombie**

This course was designed to educate real estate agents on homestead issues facing the transaction in regard to title, the Texas Constitution and the creation of "homestead", valid liens against a homestead, and the homestead exemption.

**\*Qualifies for 1-hour TREC approved Contracts CE Credit**