

# Learn to Earn

## MCAR Education Opportunities 2010 Winter ♦ Spring

**Knowledge is power.** MCAR is making it easier than ever for you to outperform your competitors. Flip through this booklet to find classes that zero in on the latest trends (like paperless transactions and going green) and delve deep into the obstacles you encounter in the field (like managing risks and adapting to today's changing market).

MCAR's diversified selection of education couldn't come at a better time, as you and fellow agents need 14 hours of continuing education (CE) by May 31, 2010. With a total of 73 CE hours offered at MCAR before this deadline, you will surely find courses that fit your interests and can boost your career. Check out the course description for the number of CE hours each course offers.

***NEW from the PA Real Estate Commission: If you earned your PA real estate license on or after December 1, 2007, you are required to complete the general module and one elective module of the Real World Real Estate series.*** If you are a newly licensed agent needing these courses, MCAR has you covered. Real World Real Estate courses will be offered in March.

**Knowledge is the key to boosting your earning power.  
Learn to earn with MCAR in 2010.**



## Learn to Earn: MCAR Education Opportunities

### Revised Agreement of Sale Workshop

January 6; 9 a.m. - noon or 1- 4 p.m.

\$5 for MCAR members who register by Jan. 4

The Agreement of Sale is the single most important document that determines just about every aspect of a transaction - the terms, financing, inspections, and so much more. Get a jump start on learning exactly

which parts of the new Agreement of Sale have changed. A color coded draft of the revised form will be sent to registered attendees prior to the workshop. This workshop is available exclusively for MCAR members.

### Electronic Transactions

January 13; 9 a.m. - 5 p.m.; \$75

Today's real estate consumer is more accepting of, and sometimes even prefers, digital transactions. Help meet their preferences by learning how the fundamental basics of contract law apply to paperless transactions, including e-signatures, digital signatures and security issues. This course offers **7 CE** hours.

### Revised Agreement of Sale Workshop

January 20; 9 a.m. - noon or 1- 4 p.m.

\$5 for MCAR members who register by Jan. 18

The Agreement of Sale is the single most important document that determines just about every aspect of a transaction - the terms, financing, inspections, and so much more. Get a jump start on learning exactly which parts of the new Agreement of Sale have changed. A color coded draft of the revised form will be sent to registered attendees prior to the workshop. This workshop is available exclusively for MCAR members.

### NAR Green Designation - Core Course

February 10 & 11; 9 a.m. - 5 p.m.; \$299 includes lunch

Learn how to explain to consumers what makes a home, building, or property green, how to list and market green properties while fulfilling your legal and professional obligations, and how to implement green practices on the road and in the office. This course is required of all Green Designation candidates. This course offers **15 CE** hours and **1 PA broker credit**.



## Surviving and Adapting to a Changing Market

February 24; 1 - 4:30 p.m.; \$45

History shows that real estate has its highs and lows, which can test the resolve of agents. Learn how to identify the challenges you are facing in today's market and explore ways to approach and overcome these challenges. Discover more productive ways to view past and present clients and understand how they can continue to add value to your business. This course offers **3.5 CE** hours.

## Mandatory Continuing Education for Newly-Licensed Agents

Real World Real Estate is a set of three courses - one general module and two elective modules (residential and commercial). The PA Real Estate Commission mandates that all agents licensed on or after December 1, 2007 are required to complete the general module and an elective module in order to renew their real estate license this May.

### Real World Real Estate - General Module

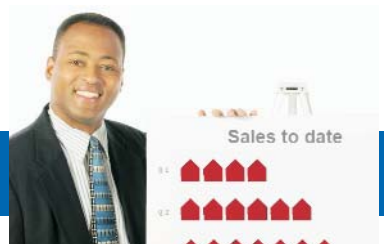
March 3; 9 a.m. - 5 p.m.; \$75

This course focuses on issues applicable to all licensees in any transaction. It serves as the foundation for bridging the gap between textbook licensing education and the real world of real estate. **Mandatory for agents licensed on or after 12/1/07**, this course offers **7 CE** hours and is open to all agents, regardless of experience in the industry.

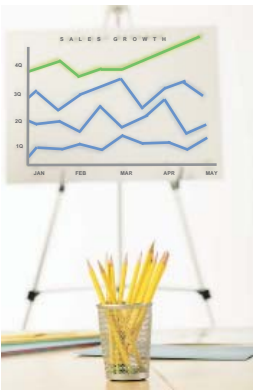
### Real World Real Estate - Residential Elective Module

March 4; 9 a.m. - 5 p.m.; \$75

This module will help you develop the skills appropriate for providing the highest level of service to consumers in residential transactions. This course fulfills the **mandatory elective requirement for agents licensed on or after 12/1/07**. It offers **7 CE** hours and is open to all agents, regardless of experience in the industry.



## Learn to Earn: MCAR Education Opportunities



### Advertising: From License Law to Ethics

March 17; 1 - 3 p.m.; \$25

The requirements of license law and the National Association of REALTORS® Code of Ethics create a level playing field that promotes competition and protects the consumer. This course will give you a comprehensive look at the rules, common mistakes and frequently asked questions about advertising.

Save yourself the time and financial expense of defending yourself before the real estate commission or an ethics panel by spending just two hours in this class. This course offers **2 CE** hours.

### NAR Green Designation: Residential Elective Course

April 8; 9 a.m. - 5 p.m.; \$169 includes lunch



Building upon the green concepts and principles outlined in the National Association of REALTORS®'

Green Designation Core Course, this elective course offers a more advanced look at green strategies, practices, and considerations in residential real estate. Learn how to adapt your counseling sessions to green buyers, guide clients and customers in analyzing cost benefits, account for green features when developing offers, and be a resource to clients in the selection of energy-efficient appliances and the disposal of old ones. This course offers **7 CE** hours.

### Risk in Buyer Representation

April 14; 9 a.m. - 5 p.m.; \$75

Real estate is all about evaluating and managing your risks as a REALTOR® as well as the risks your buyers encounter. Navigating potential minefields requires that you know and understand many underlying laws, rules and regulations that can impact your buyers. This course teaches the concepts of license law, ethics, misrepresentation, antitrust, agency, the unauthorized practice of law, fair housing and the Americans with Disabilities Act (ADA) as they apply to buyer representation. This course offers **7 CE** hours.

## Getting to Yes - Negotiating on Behalf of Your Client

April 22; 9 a.m. - 12:30 p.m.; \$45

Negotiating is all about winning, and not just on the price of a property. Terms and conditions play a vital role as well. Developing strategies to meet your client's overall goal is the most effective way to win real estate negotiations. This session will teach you how to successfully negotiate on behalf of your clients without violating fiduciary duties. This course offers **3.5 CE** hours.

## Risk in Seller Representation

May 6; 9 a.m. - 5 p.m.; \$75

Like buyers' agents, there are numerous risk-related issues you face as a seller's agent. To ensure that neither you nor the sellers are in harms way, you must learn the many underlying laws, rules and regulations. This course will help you understand the concepts of license law, ethics, misrepresentation, antitrust, agency, the unauthorized practice of law, fair housing and the Americans with Disabilities Act (ADA) as they apply to seller representation. This course offers **7 CE** hours.

## Ethics in Today's Real Estate World

May 19; 9 a.m. - 5 p.m.; \$75

Ethics is an essential component of your client's trust in you as a real estate professional. Using case studies for illustrative purposes, this course will teach you about ethics enforcement, discuss current ethical issues and how to make ethical decisions. This course offers **7 CE** hours and **fulfills the 2009-2012 Quadrennial Code of Ethics training** required by the National Association of REALTORS®.





# Montgomery County Winter ♦ Spring 2010 Education

Date	Time	Course Name
1/6	9 a.m. - noon or 1 - 4 p.m.	Revised Agreement of Sale Workshop
1/13	9 a.m. - 5 p.m.	Electronic Transactions
1/20	9 a.m. - noon or 1 - 4 p.m.	Revised Agreement of Sale Workshop
2/10 & 2/11	9 a.m. - 5 p.m.	NAR Green Designation: Core Course
2/24	1 - 4:30 p.m.	Surviving and Adapting to a Changing Market
3/3	9 a.m. - 5 p.m.	Real World Real Estate - General Module
3/4	9 a.m. - 5 p.m.	Real World Real Estate - Residential Module
3/17	1 - 3 p.m.	Advertising: From License Law to Ethics
4/8	9 a.m. - 5 p.m.	NAR Green Designation: Residential Elective
4/14	9 a.m. - 5 p.m.	Risk in Buyer Representation
4/22	9 a.m. - 12:30 p.m.	Getting to Yes: Negotiating on Behalf of Your Client
5/6	9 a.m. - 5 p.m.	Risk in Seller Representation
5/19	9 a.m. - 5 p.m.	Ethics in Today's Real Estate World

## COURSE REGISTRATION

Sign up for any MCAR course by logging into [www.mcarealtors.org](http://www.mcarealtors.org) and clicking on "Additional Member Features." This will take you to the main "Education and Events" page. Click on the "Education and Events Calendar" link.



# Association of REALTORS® & Events Calendar At-A-Glance

Location	Cost	Credits
MCAR First Floor Room	\$5 for MCAR members only	N/A
MCAR First Floor Room	\$75	7 CE
MCAR First Floor Room	\$5 for MCAR members only	N/A
MCAR First Floor Room	\$299	15 CE
MCAR First Floor Room	\$45	3.5 CE
MCAR First Floor Room	\$75	7 CE - Mandatory for those licensed on or after 12/1/07
MCAR First Floor Room	\$75	7 CE - Fulfills elective requirement for those licensed on or after 12/1/07
MCAR First Floor Room	\$25	2 CE
MCAR First Floor Room	\$169	7 CE
MCAR First Floor Room	\$75	7 CE
MCAR First Floor Room	\$45	3.5 CE
MCAR First Floor Room	\$75	7 CE
MCAR First Floor Room	\$75	7 CE; fulfills 2009 - 2012 NAR ethics requirement

Then, locate the course that interests you on the calendar grid and click on the event name. The event page that opens will provide a course description, downloadable flyer and registration information.



**MONTGOMERY COUNTY**  
ASSOCIATION OF REALTORS® , INC.  
" THE PROFESSIONAL SOLUTION "

3031 A Walton Road, Suite 302  
Plymouth Meeting, PA 19462

*PRSR STD*  
*U.S. Postage*  
**PAID**  
*Blue Bell, PA*  
*Permit # 116*

This education booklet highlights the classroom-style education that MCAR is offering during the first six months of 2010.



**ONLINE CLASSES ARE ALSO AVAILABLE!**

More career-advancing training is available through MCAR's online education partners: Career WebSchool and EcoBroker.

Log onto [www.mcarealtors.org](http://www.mcarealtors.org) and click on "Additional Member Features" to learn more about Career WebSchool's CE-approved courses and the EcoBroker green designation.