

**Iowa City Area
Association of REALTORS®
EDUCATION CENTER**

SCHEDULE 2008

For more information go to www.icaar.org.

You can register online or you can print the .pdf file attached to each class on the Education Calendar and send the form with payment by mail to ICAAR, 438 Hwy 1 West, Iowa City, IA 52246

www.icaar.org
319-338-6460

MANDATORY CLASSES FOR FIRST TIME RENEWAL

Developing Professional Conduct & Ethical Practices

October 9-10, 2008

Class Hours: Oct 9 1:00 pm - 5:00 pm
Oct 10 8:00 am - 5:00 pm

Instructor: Karel Murray
Tuition: \$125.00
CE Credit: 12 hours 1st time renewal, RE elective, or 4 hrs Ethics mandatory + 8 hrs RE elective

Listing Practices

October 23-24, 2008

Class Hours: Oct 23 1:00 pm - 5:00 pm
Oct 24 8:00 am - 5:00 pm

Instructor: Karel Murray
Tuition: \$125.00
CE Credit: 12 hours 1st time renewal, RE elective

Buying Practices

November 13-14, 2008

Class Hours: Nov 13 1:00 pm - 5:00 pm
Nov 14 8:00 am - 5:00 pm

Instructor: Karel Murray
Tuition: \$125.00
CE Credit: 12 hours 1st time renewal, RE elective

MANDATORY CLASSES FOR REGULAR RENEWAL

(These Do Not Count For First Time Renewal)

Ethics

October 2, 2008 - or - December 11, 2008

Class Hours: 1:00 pm - 5:00 pm
Instructor: Becky Martel (Oct); Karel Murray (Dec)
Tuition: \$45.00 (check out the deal below)
CE Credit: 4 hours RE mandatory or elective

Law Update

October 3, 2008 - or - December 12, 2008

Class Hours: 8:00 am - 5:00 pm
Instructor: Becky Martel (Oct); Karel Murray (Dec)
Tuition: \$85.00 (check out the deal below)
CE Credit: 8 hours RE mandatory or elective



Combo Price - take the set of Ethics & Law Update and pay only \$120.00 for both classes - save \$10!

PRE-BROKER COURSES

Completion of the series of 9 courses is required to take the broker exam and apply for a broker's license. A background and fingerprint check will also be required.

Class Hours: 8:00 am to 5:00 pm for each Pre-Broker course
CE Credit: 8 hours per class of Pre-Broker or RE elective, unless otherwise noted
Tuition: \$95.00 per class or \$810.00 if you take all 9 of the ICAAR 2008 series

Real Estate Office Administration

September 3, 2008

Instructor: Karel Murray

Real Estate Office Organization

September 4, 2008

Instructor: Karel Murray

Contract Law & Contract Writing

September 5, 2008

Instructor: Karel Murray

Human Resources Management

September 8, 2008

Instructor: Karel Murray

Real Estate Finance

September 12, 2008

Instructor: Becky Martel

Principles of Appraising & Market Analysis

September 19, 2008

Instructor: Terri Selberg
Add'l CE Credit: 8 hrs of Appraisal soft hours

Real Estate Law & Agency Law

September 24, 2008

Instructor: Becky Martel

State & Federal Laws Affecting Real Estate

September 25, 2008

Instructor: Becky Martel
Add'l CE Credit: 8 hrs of RE mandatory (equals Law Update)

Real Estate Trust Accounts

September 26, 2008

Instructor: Becky Martel

**Get Your
Broker
Classes
DONE
in a
MONTH!**

ELECTIVES & SPECIAL PROGRAMS

(These Do Not Count For First Time Renewal)

Growing Greener-Growing Stronger: Designing, Building and Selling Low Impact Developments

February 28, 2008

Class Hours: 8:30 am - 4:00 pm
The course discusses the environmental problems with current development practices, how to successfully change those practices and do it green, then how to sell it by marketing the advantages of green development practices.
Instructor: grassroots, inc.
Tuition: \$110.00 (includes lunch)
CE Credit: 6 hours of RE elective
Location: Marriott Conference Center, Coralville

Appraisal CE: USPAP Update

February 29, 2008

Class Hours: 9:00 am - 5:00 pm
AQB approved 7- hour required course - includes definitions and the New Scope of Work Rule, it's applications and testing. Strutural changes and advisory opinion changes to USPAP. Pre-requisite - 15 hour USPAP.
Instructor: Terri Selberg
To register, go to www.RESourceEducationServices.com

The GO System

March 6, 2008

Class Hours: 9:00 am - 12:00 pm
"GO" stands for Getting Organized! The GO System is a proven, step-by-step process to help people get and stay organized. The GO System helps people find things when they need them and, more importantly, helps them stay focused on high priorities. The system is easy to understand, easy to implement and easy to maintain.
Instructor: Judy Siebert
Tuition: \$169.00 (or \$149.00 if you register by Feb 28)
CE Credit: TBD

MULTICULTURAL SERIES with Oscar Gonzales

At the Iowa City Area Assn of REALTORS®

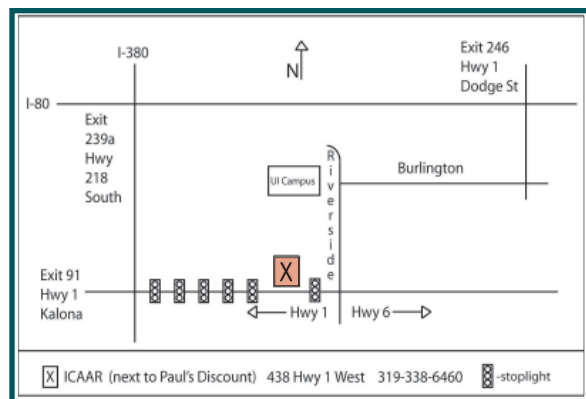
Business Fundamentals for Today's

Multicultural Markets

March 12, 2008

Class Hours: 8:00 am - 12:00 pm
This course takes you beyond awareness to dispel myths, define profitable customer segments, which generations drive the future market, and lead generation and sales strategies. Being culturally competent translates into skills

ELECTIVE CLASSES CONTINUE ON THE BACK



Electives Continued...

that improve your effectiveness in working in and building relationships with the multicultural market.

Instructor: Oscar Gonzales
Tuition: \$45.00
CE Credit: 4 hours of RE elective

At the Quad Cities Area REALTORS® Assn Marketing to the Hispanic Consumer

March 13, 2008

Class Hours: 8:00 am - 5:00 pm

This course provides professionals with the skill set needed to service the rapidly growing Hispanic market. You will gain an understanding of the key demographics of the Hispanic market, the role culture plays for Latino homebuyers, learn basic communication skills and advertising strategies along with the 5 simple "Rules to Reaching" the Hispanic Market. To register, go to www.qcarealtors.com.

Instructor: Oscar Gonzales
Tuition: \$90.00
CE Credit: 8 hours of RE elective

Appraisal CE: Residential Report Writing

March 28, 2008

Class Hours: 8:30 am - 4:30 pm

Now required, this course introduces theories, techniques and procedures for understanding the appraisal process and how to use various appraisal forms. Calculator suggested. Book recommended.

Instructor: Terri Selberg
To register, go to www.RESourceEducationServices.com

ABR - Accredited Buyer Representative

April 9-10, 2008

Class Hours: 8:30 am - 5:00 pm

The ABR designation is one of the most recognized designations a REALTOR® can have by his/her name. The ABR designation program is offered through the Real Estate BUYER'S AGENT Council (REBAC) of the National Association of REALTORS®. Differentiate yourself from the rest and get your ABR today!

Instructor: Nancy Carson
Tuition: \$295.00
CE Credit: 15 hours of RE elective

CCIM 101

April 14-18, 2008

Class Hours: 8:30 am - 5:30 pm

Learn how different types of interaction, motivation, and management styles impact employee performance and a

company's public image. Gain an understanding of how employee motivation is tied intimately to a manager's conduct and adherence to a corporate code of ethics.

CE Credit: 24 hours of RE elective
To register you must go to www.ccim.net

These Walls CAN Talk: Home Inspections & the Buyer Client

October 9, 2008

Class Hours: 9:00 am - 12:00 pm

Uncover the specific structural and mechanical issues of solid home construction. Reduce your liability: understand how the agency relationship and home inspections affect you and your client. Enhance your ability to recognize and evaluate problems so you can negotiate better, more comprehensive offers for your Buyer Client.

Instructor: Karel Murray
Tuition: \$35.00
CE Credit: 3 hours of RE elective

Commercial Real Estate: Listing Properties

October 15, 2008

Class Hours: 9:00 am - 4:00 pm

This course introduces concepts critical to listing commercial properties: the types of commercial property and customers; how general property information should be gathered; how to determine the usable portion of land; and the Income Approach to Valuation, NOI, and CAP rate.

Instructor: David Levin
Tuition: \$70.00
CE Credit: 6 hours of RE elective

Fee Based Consulting

October 23, 2008

Class Hours: 9:00 am - 12:00 pm

Review the agency relationship and economic impact regarding the way brokerages price their services. Explore the impact of For Sale By Owner and online marketing firms on brokerage profitability and the differences between discount brokerages and fee service counseling. Explore how real estate services can be separated into a menu pricing program and gain concrete ways of offering services to the public.

Instructor: Karel Murray
Tuition: \$35.00
CE Credit: 3 hours of RE elective

Introduction to Commercial Real Estate Sales

November 5, 2008

Class Hours: 9:00 am - 12:00 pm

This course provides a blueprint for commercial real estate transactions and features information on: 1) essential ele-

ments of commercial investment real estate 2) establishing market value & return for the real estate investment, and 3) listing & marketing the real estate investment.

Instructor: David Levin
Tuition: \$35.00
CE Credit: 3 hours of RE elective

The REALTORS® Guide I

November 5, 2008

Class Hours: 1:00 - 4:00 pm

Have you ever wondered why some people are easier to work with and others seem to drive you crazy? The way you deal with different personalities can cost you a listing or sale. Learn an easily used approach for identifying behavior styles and practical tips for communicating in a way that works for each. You'll build trust more quickly, establish credibility more readily, and convert more contacts to clients.

Instructor: Christine Nitz
Tuition: \$40.00 each or \$105 if you take the series of 3
CE Credit: 3 hours of RE elective

The REALTORS® Guide II

November 12, 2008

Class Hours: 1:00 - 4:00 pm

Learn the art of managing negative self-talk that robs you of success, learn to minimize the impact of self doubt, receive practical tips on running your business like a business, and establish an action plan for taking charge of your own success! This class provides tips on becoming more effective self-motivators and provides a structured goal setting tool for keeping your business on track.

Instructor: Christine Nitz
Tuition: \$40.00 each or \$105 if you take the series of 3
CE Credit: 3 hours of RE elective

Managing Your Career Path & Marketing Environment

November 13, 2008

Class Hours: 9:00 am - 12:00 pm

Focus on how understanding the surrounding marketplace and reviving the lost art of quality customer service can help you create customers for life! Learn the specific steps necessary to redirect your energies into doing a referral-based business; how your overall reputation is enhanced by putting your personal and company core values to work for you.

Instructor: Karel Murray
Tuition: \$35.00
CE Credit: 3 hours of RE elective

The REALTORS® Guide III: Prospecting, Presentations and Personalities

November 19, 2008

Class Hours: 1:00 - 4:00 pm

Learn to recognize the signals people send and notice your reaction to them. You'll evaluate your ads, flyers and presentations and learn ways to modify them so they'll appeal to a larger audience. You'll leave with tips for becoming more visible in the community and tools you can use right away. Bring samples of your ads and fliers and be prepared to question your focus and your approach to attracting clients.

Instructor: Christine Nitz
Tuition: \$40.00 each or \$105 if you take the series of 3
CE Credit: 3 hours of RE elective

Policy Matters! Designing Your Office Policy Manual

December 11, 2008

Class Hours: 9:00 am - 12:00 pm

An office policy and procedures manual can be the most dynamic document you have in your broker arsenal. Real estate licensees look to management for guidance in situations that may or may not be covered by real estate law. A policy manual will reduce vicarious liability for licensee performance and build a firm foundation for your company mission and vision.

Instructor: Karel Murray
Tuition: \$35.00
CE Credit: 3 hours of RE elective

Don't Gamble on Success, Plan for It! Business Planning for REALTORS®

December 19, 2008

Class Hours: 9:00 am - 4:00 pm

Every business needs a business plan. You will 1) learn the key components of a business plan and begin the goal-setting process in the areas of personal, financial and business; 2) discover tips for putting the many components of your plan together to reach your goals; 3) identify new and effective ways to reach and stay in touch with potential clients. There will be some discussion on task and budget management.

Instructor: Dwayne Carte
Tuition: \$70.00
CE Credit: 6 hours of RE elective