



2021 CONTINUING EDUCATION COURSE CATALOG

Programs available
for co-sponsorship with the
Ohio REALTORS®

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Ohio REALTORS®
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HOW TO CO-SPONSOR AN EDUCATIONAL PROGRAM

Ohio REALTORS® works hand-in-hand with the local boards to deliver high-quality educational programming. Review the programs in this course catalog to determine which you'll host at your association in 2021 – **either virtually or in-person!**

Please note there is a minimum of 20 paid attendees for each course that you co-sponsor, so you may want to survey your members to provide assurance of meeting the minimum. This required minimum drops to 15 attendees for designation/certification programs and the 20-hour post-licensure course.

Ohio REALTORS receives 100% of the attendee registration fees paid by the first 20 attendees to each program, for the 21st attendee and above Ohio REALTORS and your Local Board/Association will split the attendee registration fee 50/50. The registration rates for each program are listed in the course catalog.

Ohio REALTORS Responsibilities

- Promote your program to all 33,000 + members of Ohio REALTORS
- Develop the promotional flyer for you
- Make arrangements and pay for your instructor
- Provide all student materials
- Certify the program for continuing education credit
- Issue continuing education certificates to each student, within 30 days following the program
- Upload the course roster to the Ohio Division of Real Estate and Professional Licensing
- Split 50% of registration fees with Local Board/Association after 20 paid registrants

Note: All costs associated with the above are the responsibility of Ohio REALTORS.

Sponsor's Responsibilities

- Provide the meeting facility – if virtual can be via your Zoom or Ohio REALTORS Zoom account
- Promote the program (Ohio REALTORS will provide promotional flyer & education calendar link)
- Process the registrations (Ohio REALTORS will process registrations for designation/certification and post-licensure programs)
- On-site administration – Ohio REALTORS will assist if you are offering a virtual program
- Provide necessary audiovisual equipment
- Have a minimum of 20 paid registrants (15 for designation/certification & post-licensure programs)
- After the course, mail the following to Ohio REALTORS for processing:
 - Attendance Verification Form with all requested information including name, license number, postal and email address.
 - Check payable to Ohio REALTORS® for 100% of the registration fees for the first 20 attendees and 50% of all additional attendee registration fees (payment to match the Attendance Verification Form). Ohio REALTORS will issue payment to you for designation/ certification and post-licensure programs.

Note: All costs associated with the above are the responsibility of your Local Board/Association.

Questions? Interested in co-sponsoring a program?

Contact Ohio REALTORS Director of Professional Development Garry Moon (moon@ohiorealtors.org; 614-225-6210) at least 10-12 weeks prior to the desired program date.

Ohio REALTORS® reserves the right to adjust or re-assign instructors as needed. Course information may be updated throughout the year to ensure students receive current information.

ON-DEMAND PROGRAMMING

Let us create a course just for you! If you have a particular subject or topic area you are interested in just let us know. The Professional Development Group will work with you to create a specialized program that fits your needs.

Pricing and instructors will be determined based upon factors involved in providing the best quality program to fit your needs.

CORE LAW

AVOIDING LEGAL PITFALLS

Core Law Approved

Attendee Registration Fee: \$59

This 3-hour course includes the latest information on legal issues relevant to today's real estate marketplace. You'll receive an update on the proposed new license law administrative rules, and an overview of common areas for disciplinary action. We'll discuss issues surrounding licensees working together, and hot topics such as the use of surveillance equipment in listings, buyer's photography/videoing, multiple offer issues, and advertising & social media challenges. Additionally, you'll hear about the latest legislative activity and case law impacting your business.

Instructors for this course – Peg Ritenour, J.D., Ohio REALTORS Vice President/Legal Affairs; or Lorie Garland, J.D., Assistant Vice President/Legal Affairs. Both instructors are attorneys and worked with the Ohio Division of Real Estate and Professional Licensing prior to joining Ohio REALTORS.

PROPERTY MANAGEMENT

Core Law Approved

Attendee Registration Fee: \$59

Attendees to this 3-hour course will benefit by obtaining a higher level of competency and professionalism in the business of property management. In addition to providing a legislative update, the program will cover the following -

License Law Requirements for Property Management:

- Property Management Accounts
- Licensure Exemptions
- Agency Forms
- Advertising
- Unlicensed Staff
- Security Deposit Requirements

Fair Housing:

- Tenant Section Criteria
- Criminal History & LEP Policies
- Disability/Reasonable Accommodation
- Assistance Animals

Instructor for this course – Lorie Garland, J.D., Ohio REALTORS Assistant Vice President/Legal Affairs

CIVIL RIGHTS

FAIR HOUSING: OPENING DOORS TO HOMEOWNERSHIP

Civil Rights Approved

Attendee Registration Fee: \$59

Attendees will be reminded of and refresh their understanding of the Federal and State Fair Housing Laws. Current law updates including a major change to the ADA requirements for Brokerages, and those Licensees with their own Websites. Through a quiz they will test their Fair Housing knowledge. Suggestions will be shared to enable them to perform their duties to the standards set forth by the Federal, State & Local Fair Housing Laws. The 3-hour class is highly interactive.

Instructor for this course – Alec Hagerty, ABR, CRB

ETHICS

Ethics: Requirement or Suggestions?

Ethics Approved

Attendee Registration Fee: \$59

This 3-hour course satisfies both the NAR Code of Ethics and Canons of Ethics requirements by the Ohio Division of Real Estate and Professional Licensing. You will be challenged to explore your personal beliefs, values, and knowledge of Ohio's "Canons of Ethics" and the NAR "Code of Ethics" and how they complement each other. You will review key areas of ethical concerns and be provided a reminder of selected core concepts within the general real estate professions required "standards of practice." Discussions will help the you to form a framework for understanding ethical "dilemmas," how they can be confronted, and how best to resolve them in a thoughtful, successful manner. The goal is to continue the process of raising the professionalism of the Industry.

Instructor for this course – Alec Hagerty, ABR, CRB

3-HOUR BROKER MANAGER

BROKERAGE MANAGEMENT: UNDERSTANDING YOUR DUTIES

3-Hour Broker Manager Approved

Attendee Registration Fee: \$59

Per HB 532, 3-hours of education is required for those persons involved in the operation and management of a brokerage to assure they are knowledgeable about their license law obligations as well as other issues involved in running a successful real estate business.

If you are a broker or manager, it is more crucial than ever that your understand your duties in overseeing your brokerage activities. From trust account requirements to oversight of agents and teams, the license law now lays out 14 different areas of responsibility. This 3-hour course will make sure that you have the information you need to stay on the right side of the Division of Real Estate. This course will meet the new continuing education requirement for a separate course on broker

responsibility required for principal brokers, managers and associate brokers. Salespeople may take this course as an elective credit.

Instructors for this course – Peg Ritenour, J.D., Ohio REALTORS Vice President/Legal Affairs; or Lorie Garland, J.D., Ohio REALTORS Assistant Vice President/Legal Affairs

DESIGNATIONS & CERTIFICATIONS

Pricing Strategies: Mastering the CMA PRICING STRATEGY ADVISOR (PSA) 1-Day Certification Course Attendee Registration Fee: \$130

Determining property values depends more than ever on professional expertise and competence, the best use of technology, and approaching the pricing assignment from various perspectives. Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values with the PSA certification.

In this one-day course, attendees will learn how to select appropriate comparables and make accurate adjustments, guide sellers and buyers through the details of CMAs and the underlying pricing principles that inform them, and interact effectively with appraisers.

Instructors for this course – Alec Hagerty, ABR, CRB; Marlene Burkhart, ABR, CIPS, CRB, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS; Dee Young, CRS, GRI, ABR, e-PRO, MRP, PSA, SFR

REAL ESTATE NEGOTIATION EXPERT (RENE) 2-Day Certification Course Attendee Registration Fee: \$295

The RENE certification is designed to elevate and enhance negotiating skills so that today's real estate professionals can play the game to win.

Attendees will learn to:

- Craft a strategy for negotiation and learn when and how to negotiate;
- Adjust your communication style to achieve optimum results with any party in the transaction;
- Negotiate effectively face-to-face, on the phone or through email and other media.

The course examines all types of negotiation formats and methods. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

The second day of the course focuses on real-world field scenarios to help negotiators apply the power tools, techniques and tactics learned on day one. Understanding the tactics and techniques is one thing but learning how to recognize them being done and using them effectively requires practice. These field scenarios provide the foundational experience and practice negotiators need to master so they can effectively advocate for their client.

Instructor for this course – Marlene Burkhart, ABR, CIPS, CRB, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS

SENIORS REAL ESTATE SPECIALIST (SRES) 2-Day Designation Course
Attendee Registration Fee: \$295

A generation of opportunity. Right at your fingertips.
Discover the advantages of NAR's Seniors Real Estate Specialist® designation

Build your real estate business with specialized knowledge of the wants, needs and expectations of home buyers and sellers aged 50+. The SRES Designation Course helps real estate professionals develop the business-building skills and resources for specialization in the 50+ real estate market by expanding knowledge of how life stages impact real estate choices, connecting to a network of resources, and fostering empathy with clients and customers.

By earning the SRES® designation, REALTORS® are prepared to approach mature clients with the best options and information for them to make life-changing decisions.

Instructors for this course – Marlene Burkhart, ABR, CIPS, CRB, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS

ACCREDITED BUYER'S REPRESENTATIVE (ABR) 2-Day Designation Course
Attendee Registration Fee: \$295

The Accredited Buyer's Representative (ABR®) designation is the benchmark of excellence in buyer representation.

What are Accredited Buyer's Representatives' key to success? They know that you can't count on the market—you have to count on your skills. ABR® education provides the expertise you need for an edge in serving today's home buyers.

Course Goals:

- Understand and demonstrate your value to today's buyer.
- Acquire the skills and resources to succeed as a buyer's agent in a dynamic real estate market.
- Help buyers find the right property at the right terms and price in both buyer's and seller's markets.

Not only do ABR® designees earn more, but member benefits such as publications, marketing tools, a referral network and other resources, help them maintain that edge. You'll learn methods, tools, and techniques to provide the support and services that buyers want.

Instructors for this course – Alec Hagerty, ABR, CRB; Marlene Burkhart, ABR, CIPS, CRB, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS; Dee Young, CRS, GRI, ABR, e-PRO, MRP, PSA, SFR

SELLER REPRESENTATIVE SPECIALIST (SRS) 2-Day Designation Course
Attendee Registration Fee: \$295

Reinvent the way you represent sellers! Whether you are new to the industry or a seasoned veteran, the SRS Course will redefine your 'normal' and reinvent the way you represent sellers. Come learn tips and tools that will equip you to list in today's marketplace.

Attendees will learn to:

- Increase listings and grow your business;
- Demonstrate and communicate your value package;
- Understand and apply the Code of Ethics & Standards of Practice;

- Understand and comply with state license laws;
- Understand and apply methods, tools and techniques to provide support and services that sellers want and need.

Instructors for this course – Alec Hagerty, ABR, CRB; Marlene Burkhart, ABR, CIPS, CRB, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS

DESIGNING & SUSTAINING SUCCESSFUL TEAMS
Certified Real Estate Teams Specialist (C-RETS) 1-Day Elective Course
Attendee Registration Fee: \$130

The concept of a real estate team is nothing new. They have existed for decades, but over the past several years, the team concept has evolved and become far more ubiquitous. As the real estate industry progresses and the consumers' demands on the agent increase, many real estate professionals have begun moving their existing single-agent practice to a more sophisticated and advanced model to better serve their clients and become more profitable.

What to expect:

- Comprehend why there's a need for teams
- Understand the team's design and place in the brokerage
- Learn the benefits and challenges of a team
- Identify how to build the best team by recruiting the right talent
- Build your team's identity and vision through effective marketing

This course will answer your questions as it relates to:

- The Foundation & Design of a Team
- The Stages of Team Design
- Marketing Your Team
- Technology & Communication
- Systems & Workflow

Instructor for this course – Marlene Burkhart, ABR, BPOR, CDPE, CIPS, CRB, CRP, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS

The Firm Rules: Company Policies to Mitigate Risk
CERTIFIED REAL ESTATE BROKERAGE MANAGER (CRB) 1-Day Elective Course
Attendee Registration Fee: \$130

Company policies are essential to mitigate risk and limit liability. This course provides a checklist of items that should be included in a policy manual and introduces options for each component. From federal mandates, state regulations and Code of Ethics compliance to employment laws, data security, and brokerage policy options, you'll come away with a clear understanding of what should be addressed.

The Certified Real Estate Brokerage Manager (CRB) Designation Program and the entire menu of courses has been reinvented and refreshed to meet the professional development needs of today's broker, owner and manager. You do not need a broker's license to earn the CRB designation.

Instructor for this course – Marlene Burkhart, ABR, BPOR, CDPE, CIPS, CRB, CRP, C-RETS, CRS, e-PRO, GREEN, RENE, SRES, SRS

ELECTIVE

CREATING YOUR CONSISTENT COMMISSION PLAN

Attendee Registration Fee: \$59

Consistency in finding new business is the key to a consistent income in Real Estate. In this 3-hour class, we take the pain out of building our client base, creating a clear yet simple plan for each participant, based upon their individual intentions, skills, etc. We will work with the formula **COMMITMENT + CONFIDENCE + CONSISTENCY = COMMISSION**.

Instructor for this course – Marilou Butcher-Roth

REAL ESTATE SAFETY MATTERS

Attendee Registration Fee: \$59

Real Estate is a high risk business. You need safety systems to limit risk. Additionally, you are your first line of defense. Know your company safety systems, resources, social media, and email tips as well as identity theft concerns. This 3-hour course teaches real estate professionals how to limit risk and increase safety for themselves and their clients.

Instructor for this course – Alec Hagerty, ABR, CRB

NAILING THE BUYER CONSULTATION

Attendee Registration Fee: \$59

Our buyers are as individual as we are and need to be treated accordingly. You may currently be providing a buyer consultation, or perhaps you have no idea where to begin. Either way, this 3-hour class will provide you with a structure that will assist you with creating an individualized consultation for your buyers during this important process.

Instructor for this course – Marilou Butcher-Roth

LEAD BASE PAINT – LAWS, REGULATIONS & STANDARDS

Attendee Registration Fee: \$30

This 3-hour course is designed to create awareness regarding lead base paint in residential homes and how it relates to real estate professionals. We'll discuss the health effects of exposure to lead and applicable laws, regulations, and standards; identify lead-based paint hazards and how to control them; and cover how to properly fill out the Lead Paint Addendum. We'll explain a Realtor® obligations to educate clients, and the difference between a lead paint hazard assessment and inspection.

Instructor for this course – Tony Skerski

MASTERING THE LISTING CONSULTATION

Attendee Registration Fee: \$59

Each agent has a varying degree of experience and confidence when it comes to a listing consultation. During this 3-hour class, we will explore how to easily structure this appointment, coming from a position of authentic confidence. Regardless of your experience or confidence, you will find a system of preparation that brings greater success!

Instructor for this course – Marilou Butcher-Roth

NEGOTIATION CUES, MYTHS & MISTAKES

Attendee Registration Fee: \$59

This 3-hour course will help attendees to: understand the correct mind-set and best practices to serve the consumer in negotiations; apply strategies to overcome poor practices and common negotiating mistakes; and read and respond to common negotiation dynamics. Participants will leave with a “win-win” mindset to facilitate successful outcomes!

Instructor for this course – Alec Hagerty, ABR, CRB

REAL ESTATE KICKSTART

Attendee Registration Fee: \$59

Each Designed to be the bridge between the formal training needed to pass the state license exam and the overwhelming and immediate introduction to the practice of real estate, this 3-hour program also affords more seasoned REALTORS® a refresher in owning and operating a small business. Instructor Carol Sommer is the Director of Education and Training at Real Estate Technology Partners - her primary function is to train new and seasoned agents to a higher standard of practice in real estate.

Instructor for this course – Carol Sommer, SRES, ASP

BUSINESS PLANNING AND TIME MANAGEMENT

Attendee Registration Fee: \$38

This 2-hour program will help real estate agents to work “on their business” not just in their business. The first priority is to have a business plan and then add the Time Management Element. This helpful presentation will address the following:

- Discussion of the Seven Basic Elements of a Good Business Plan
- How To Construct Your Individual Plan
- Time Management, Time Blocking
- Who’s Stealing Your Time? Dealing With Distractions and How To Say No And Mean It

Instructor for this course – Carol Sommer, SRES, ASP

BETTER GAUGE TECHNOLOGY EFFECTIVENESS

Attendee Registration Fee: \$38

What can technology do today? A better question should be what can technology NOT do for us today? How do we evaluate the effectiveness of technology for our business? Will these wonders that are marketed to help an agent really benefit our business? In this 2-hour program we will explore how to look at technology and evaluate it for what we need it to do.

Instructor for this course – Katie McCartney, CREM, CRS

POWER OF VIDEO

Attendee Registration Fee: \$38

This 2-hour course will focus on the marketing trend of video. We’ll go over how the real estate agent can use video to market the properties, themselves, and educate the public. The program will demonstrate the readily available tools needed to do video and implement a training group of colleagues to encourage the creation and use of video.

Instructor for this course – Katie McCartney, CREM, CRS

POST LICENSURE

20 HOUR POST LICENSURE FOR SALESPEOPLE

Attendee Registration Fee: \$199

As you embark on your new career, it is important for you to understand fully the seriousness of the responsibility you accept when assisting others with real estate transactions. This 20-hour course is to be completed within 12 months of the date you were licensed, and is designed to update you with current laws, review basic steps to succeed in the business, and to identify fiduciary duties throughout the transaction. This class will serve as a foundation for the legal and ethical obligations you face.

Topics covered include:

- Basic Business Practice
- Fair Housing
- Agency
- Broker Responsibilities
- Fiduciary Duties When Listing Property (Working with Sellers)
- Fiduciary Duties When Showing Property (Working with Buyers)
- Advertising Laws & Rules
- Earnest Money – Fiduciary Duties
- Fiduciary Duties Pre-Closing, Closing, and Post-Closing
- The Basics of Property Management
- The Basics of Commercial Real Estate
- The Basics of Short Sales, Foreclosures, Land Contracts and Wholesaling in Ohio
- Federal and State programs
- Current Economic Conditions
- Your Real Estate Duties and Avoiding the Unlicensed Practice of Law

Instructors for this course – Alec Hagerty, ABR, CRB; or Charlie Foster, CRB, GRI

LICENSEE CONTINUING EDUCATION REQUIREMENTS

Licensees can view their current education hours on the Ohio Division of Real Estates web site by visiting this link: <https://elicense3.com.ohio.gov/>. They can bank up to 10-hours of required continuing education credit now for their next reporting period with the exclusion of ethics, core law and civil rights. Each of these 3-hour courses must be taken within the three year reporting period.

Continuing Education courses are composed of:

Salespeople

3 hours CIVIL RIGHTS

3 hours CORE LAW

3 hours ETHICS

21 hours approved courses of their choice

Brokers

3 hours CIVIL RIGHTS

3 hours CORE LAW

3 hours ETHICS

3 hours BROKER MANAGER

18 hours approved courses of their choice

Licensees must submit proof of completion to:

The Ohio Division of Real Estate, 77 South High Street, 20th Floor, Columbus, Ohio 43215-6133, (614) 466-4100, <https://www.com.ohio.gov/real/>.

For additional information on continuing education requirements, licensing information or for the most complete information on educational offerings, please visit the education section of our website at www.ohiorealtors.org.



Licensees can also go to the [Online Real Estate/Appraisal CE page](#) of the Ohio REALTORS website to take advantage of online NAR designation offerings including ABR, ABR electives, the SRES, SRS, SFR, MRP, e-PRO certification or a number of other on-line partners with hundreds of hours available for appraisal and real estate continuing education credit.

AMERICANS WITH DISABILITIES ACT (ADA)

Under Title III of the Americans with Disabilities Act (ADA), you are required to provide equal access and services to disabled individuals in the most integrated setting possible. You'll want to be sure that the facility you select is in compliance with the ADA requirements.

In keeping with the ADA, we include language on course promotional flyers for individuals to indicate any disabilities which may require special accommodations. Should it be necessary to provide any special auxiliary aids or services, Ohio REALTORS will reimburse your organization 50 percent of all reasonable costs associated with providing such aid or service.

To view a NAR Americans with Disabilities Act Resource Guide visit this link: <https://www.ohiorealtors.org/upl/media/adacompliancekit.pdf>.

REAL ESTATE SETTLEMENT SERVICE PROCEDURES ACT (RESPA)

Any local Board seeking sponsors for an educational program must notify Ohio REALTORS to assure that such sponsorship does not violate RESPA (the Real Estate Settlement Service Procedures Act). RESPA does permit settlement service providers (i.e., title companies, lenders) to engage in normal promotional and educational activities as long as they are not conditioned on the referral of business and do not involve defraying of expenses that otherwise would be incurred by persons in a position to refer settlement services or business incident thereto. This means that REALTORS attending the CE course cannot be required to refer business to the sponsoring entity. Payment by the sponsor cannot be conditioned or based upon whether such referrals are received and/or the number of leads the sponsor receives from attendees at the program.

Moreover, the expense that a REALTOR attending the course would otherwise bear (i.e., the registration fee) cannot be defrayed by the sponsor. If the cost of the course is underwritten by the lender/title company so that the REALTOR is paying a reduced fee or getting the class for free, such sponsorship could be interpreted as the lender/title company providing something of value to the REALTOR in violation of RESPA. Examples of marketing opportunities that can be offered to sponsors could include providing refreshments or a continental breakfast, posting the sponsor's signage at the course, and advertising in course materials/ promotions.