



REIMBURSEMENT FOR PROFESSIONAL DESIGNATIONS

Earn Professional Designations and Get Reimbursed up to \$1,000!

Join an elite group of less than 1% of REALTORS® who hold Designations.

As a REALTOR® you know the benefits of continuing your education:

- Increased Sales
- Competitive Edge
- Industry Expertise

Did you know you could be reimbursed for earning a NAR Designation?

REALTORS® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on 2008 survey data, the median income of REALTORS® without a designation was \$33,200 and the median income of those with at least one designation was \$67,900.

The **C.A.R. Education Foundation** was established to provide education related scholarships, awards, and grants. SDAR will guide you through the application process. **REALTOR® applicants** who have completed an advanced professional designation may receive a maximum of \$1,000 per calendar year, with a lifetime maximum of two awards. Applications are subject to review of the C.A.R. Education Foundation Directors. Education grants are awarded solely at their discretion.

**SDAR's Fast Tracks to
Success are your ticket to
earning designations and
continuing your education!
Visit www.sdar.com for more info.**

**Please
see reverse
side for
designation
descriptions**

PLEASE NOTE: Designation course must be completed prior to submitting application, including electives, pre-requisites, production, transactions, etc. Please visit www.realtor.org/ education for designations requirements.

San Diego Association of REALTORS®

4845 Ronson Court • San Diego, CA 92111 • Main: (858) 715-8000 • Fax: (858) 715-8088 • Toll Free (800) 525-2102 • www.sdar.com



REIMBURSEMENT FOR PROFESSIONAL DESIGNATIONS

NAR Designation Courses

ABR, Accredited Buyer Representative: The overall goals of the Accredited Buyer's Representative (ABR®) Designation course are to prepare real estate professionals to represent buyer-clients in real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed.

Green Designation: The National Association of REALTORS® (NAR) Green Designation is specifically designed to address the educational needs of practitioners in residential, commercial, and property management markets, this training program is a true cross-over designation and the only green designation recognized by NAR.

SRES®, Seniors Real Estate Specialist: The SRES® Designation program trains REALTORS® to profitably and ethically serve the real estate needs of clients age 50+. Includes first year membership in SRES Council and its umbrella of services.

Certification Program

REPA Real Estate Professional Assistantssm Certificate Course: REPA is a comprehensive two-day certificate course that provides an intensive introduction to the real estate business and to the specific ways support staff can become valuable assets to their employers.

Additional Courses

Contract Essentials: This course, taught by a real estate Broker/Attorney, will give students detailed information on the four basic contract agreements that residential real estate agents work with on a daily basis: the Residential Listing Agreement, the Buyer Broker Exclusive Agreement, the Residential Purchase Agreement, and the Counteroffer Agreement.

When in Doubt, Disclose: Discover current disclosure requirements and trends by examining case law, real-life examples, and vulnerabilities in this up-to-the minute disclosure class. Mike Spilger, Esq., will teach you the forms – and even the words – that will keep you out of trouble.

CMA, Pricing and Market Stats: Learn how to present CMA's to your potential client. Pricing and market stats are essential in representing today's housing market. This course will give you the knowledge to understand and relate the truth about the market and not what the media portrays.

PLEASE NOTE: Designation course must be completed prior to submitting application, including electives, pre-requisites, production, transactions, etc. Please visit www.realtor.org/education for designations requirements.

Effective Negotiating: Effective negotiating on behalf of others is the hallmark of the buyer's and sellers representative. This course examines positional bargaining and value negotiating. Also examines unique issues when representing someone in a negotiation and breaking the negotiation impasse. Effective Negotiating is an ABR elective.

Master of Influence: This course will teach you to instinctively and automatically know how to create win-win situation for everyone you encounter. And when you can do that, there is literally NO LIMIT to what you can achieve.

Real Estate Counseling: Learn how to provide competent, disinterested and unbiased advice, guidance and sound judgment on problems involving Real Estate (Like buying and selling homes!). Also includes location analysis, and demographic research.

Prospecting: Learn how to work in a systematic, planned manner to maximize your efforts in contacting potential clients, thus improving the probability of reaching your goals... Whether you are experienced or new in the business, prospecting is a necessary skill to learn and use, every day to ensure your long-term success. . .

Open House Magic: This course will show you despite the popularity of the Internet and its ability to open the doors of listed homes to the viewer with multiple photos and stop action tours; nothing takes the place of the buyer being able to see the home in person. For that reason alone, the open house will continue to be one of the most effective marketing tools for agents, and a compelling reason to have a real estate agent involved in the transaction.

Successful Listing Presentation: What is going to set you apart from your competitors when you meet your clients in hopes of getting a listing? Learn how to present a listing presentation that will wow your clients. Learn the do's and don't when you sit down to give your presentation. A few key components added to your presentation will make the difference.

Homeowner Associations: Learn how Homeowner Associations work, including tips for brokers and agents on working with HOA's and your buyers/sellers. Common Interest Developments, Mixed Use Properties, Common Area vs Exclusive Use Common Area Sales of Residence, How Associations are governed, HOA Assessments and much more.

Know Your Disclosures, How to Succeed in a Risky Business: This course was written and is taught by a real estate attorney (and broker) specifically for SDAR members. You will learn each of the numerous disclosure forms for C.A.R. and SDAR.

San Diego Association of REALTORS®

4845 Ronson Court • San Diego, CA 92111 • Main: (858) 715-8000 • Fax: (858) 715-8088 • Toll Free (800) 525-2102 • www.sdar.com