



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

The GRI designee is the best prepared and most knowledgeable Arizona real estate practitioner.

Inside the GRI Program





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The GRI designee is the best prepared and most knowledgeable Arizona real estate practitioner.

100 - Business Planning (6-general) A one-day ***REQUIRED** module focusing on the skills required to operate as an independent business within a real estate brokerage. Topics covered are: developing a business plan, goal setting, marketing yourself, creating a vision and slogan, and the basics of building your budget. ****ALTERNATIVE TO THIS CLASS AVAILABLE**

100: Business Planning An internet-based version of Module 100 is now available. You can now take this module in a live classroom format or from your home or office, day or night...the choice is yours.

Upon completion of this class, students will be able to

Unit One: Why A Business Plans?

- Identify the importance of completing a business plan in order to become more successful in their business.

Unit Two: Getting To Know You

- assess his/her own strengths and will understand the benefits of self-assessment as an independent businessperson.

UNIT THREE: INVESTMENT IN YOU, INC.

- Assess the requirements for attaining success in the real estate business

Unit Four: Building A Plan

- Identify the components of a business plan in order to be able to develop their personalized business plan.

Unit Five: What Makes It Work?

- Objectively look at their business success and failures and learn to adjust accordingly to necessary changes.

Unit Six: Planning For Success

- Have a clear understanding of productive and non-productive business practices and making the right marketing moves for their career pace.



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101 – Selling & Marketing Strategies (12-general/3-disclosure) A two-day ***REQUIRED** module highlights some practical selling and marketing strategies. Topics covered include characteristics of today's consumers, how to utilize Contact Management Software, how to prepare and give better listing and buyer presentations, and how to present offers and navigate the escrow period to achieve a successful closing. ****ALTERNATIVE TO THIS CLASS AVAILABLE**

Upon completion of this class, students will be able to

Unit One: Today's Consumer

- Identify the characteristics, expectations and buying habits of generational segments of today's consumer.

Unit Two: Building your Business Past, Present and Future

- Use different marketing techniques to build a business base.
- Use different marketing tools to build and maintain your business base.

Unit Three: Qualifying the Client

- Ask appropriate questions to determine the needs and motivation of clients and customers.

Unit Four: Working with Buyers

- Describe how local market factors affect buyers.
- Effectively present a market analysis and handle buyer objections.

Unit Five: Marketing Consultations (Listing Presentations)

- Discover sellers' motivation, goals and experience in listing and selling their home.
- Establish and support the value of using a real estate broker in the sale of their home.
- Present the skill aspects of using a real estate broker.
- Properly present a Master Market Analysis.
- Complete all steps necessary to obtain a listing including any necessary price adjustments.

Unit Six: Marketing & Servicing The Listing

- Effectively service a listing.
- Identify and overcome merchandising problems.
- Successfully create ads for various marketing mediums.
- How to generate "buzz"!



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Unit Seven: Presenting Offers

- Identify the most effective way to present an offer in a given situation.

Unit Eight: From Contracts To Closing

- Effectively manage transactions from contract to closing.



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201 - Practical Residential Financing (11-general/3-real estate legal issues) A two-day *REQUIRED module focusing on financing options and procedures for the purchase and sale of the single-family residence. Topics covered include: buyer qualification strategies, guidelines, and calculations for traditional methods of financing.

Upon completion of this class, students will be able to

Unit One: Today's Consumer

- Identify the financing needs of today's consumer, given their knowledge and the availability of loan options.

Unit Two: Today's Realtor®

- Explain their role in helping clients prepare to finance a transaction.

Unit Three: The Loan Process

- Explain how each component of the loan process relates to the client.

Unit Four: The Players

- Explain the roles of various individuals and institutions involved in the lending process.

Unit Five: Loan Products

- Provide a general description of the advantages and disadvantages of available loan products.

Unit Six: Fraud

- Identify various types of mortgage fraud and predatory lending practices.
- Recognize "red flags" when dealing with buyers that might be cause for concern.

Unit Seven: Affiliated Business Arrangements

- Recognize the significance of any and all business arrangements supported by their broker.

Unit Eight: Respa

- Identify and prevent possible RESPA violations and explain the consequences when they do occur.



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202 - The Contract Class (5-contract law/3-agency law/3-real estate legal issues/3-disclosure) A two-day ***REQUIRED** module that provides a comprehensive and detailed review of the AAR Residential Contract and other standard forms developed by AAR. There will also be a number of risk management techniques discussed, and students will develop a better understanding of contract law.

Upon completion of this class, students will be able to

Unit One: Forms Development

- Discover that AAR forms are created or updated in response to statutory requirements, regulatory requirements (such as the Arizona Department of Real Estate (“ADRE”) Commissioner’s Rules) and case law.
- Discover how the state association responds to member needs in the development of forms.
- learn that real estate brokers and salespersons in Arizona are unique when compared to the rest of the nation because, by constitutional amendment, real estate brokers and salespersons are authorized to engage in the limited practice of law.
- Identify the required components to a binding Contract and how the AAR Contract either provides or prompts compliance.

Unit Two: The Residential Resale Real Estate Purchase Contract

- Receive a line by line review of the nine page residential Contract.
- Identify the important provisions in the property section of the Contract.
- Identify the important provisions in the financing section of the Contract.
- Identify the important provisions in the title and escrow section of the Contract.
- Identify the advantages and disadvantages of using the SPDS and identify the responsibilities and limitations of allied professionals while reviewing the disclosures section of the Contract.
- Identify the important provisions in the warranties section of the Contract.
- Identify the important provisions in the due diligence section of the Contract.
- Identify remedies for a party’s breach of Contract.

Unit Three: Financing

- Learn how to use the financing portion of the agreement with greater confidence and to assure their client is receiving full benefit of the provisions.
- Learn how to avoid redundancy as they insert other provisions into an offer they write.

Unit Four: Writing The Offer

- Learn how to use various AAR forms more professionally and to better protect their clients’ interests. Various disciplines will be discussed in order to project professionalism.

Unit Five: Risk Management



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- Learn how to identify and manage the risks associated with doing business in a litigious society. Equally important, students will learn how to conduct themselves professionally and with confidence.

Unit Six: The Care And Feeding Of Escrow

- Learn how to work with vendors to the industry such as the escrow companies.
- Learn more about the role escrow plays in a transaction, what escrow expects of us and what we can expect from escrow.
- Learn more about types of title insurance coverages and the impact they have on a transaction.



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203 - The Agency Course (3-contract law/5-agency law/3-real estate legal issues/3-disclosure) A two-day *REQUIRED module designed to clarify most of the confusion surrounding agency law in this practical approach for today's professional.

Upon completion of this unit, students will be able to

Unit One: Agency Case Scenarios

- Recognize the complexities of the agency relationship.
- Identify some common misconceptions about the responsibilities inherent in various types of agency.

Unit Two: Introduction To Agency

- Define the various types of agency.
- Describe the different ways in which agency relationships may be created and terminated.
- Identify the sources of agency in the state of Arizona.

Unit Three: Agency Duties

- Analyze the various duties required by the Arizona Constitution, ADRE Commissioner's Rules, and common law.
- Identify the agency duties imposed by the REALTOR® Code of Ethics.
- Describe the agency duties outlined in the READE Form.

Unit Four: Agency Disclosures

- Describe the agency disclosures required by law, the Commissioner's Rules, and the Code of Ethics.
- Identify and resolve potential problems related to the issue of disclosure.

Unit Five: Limited Representation

- Describe the potential benefits and limitations of practicing limited representation.
- Identify the responsibilities of an agent in providing limited service and transacting in-house sales.
- Effectively use the Consent to Limited Representation (Consent) form to facilitate transactions and avoid undisclosed limited representation.

Unit Six: Entitlement To Compensation

- Identify the legal and NAR requirements and to establish entitlement to compensation.
- Describe the difference between representation and entitlement to compensation.
- Dispel the myth that representation and compensation are synonymous with each other.

Unit Seven: Penalties

- Identify the penalties and consequences of breach of fiduciary duty as enforceable by law, ADRE, and NAR.



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204 – Risk Management (3-commissioners standards/6 legal issues/5 disclosure) (2007: elective/2008: required for anyone taking their first class January 1, 2008 or later). A two-day module covering the potential for major risk that impacts every day real estate practice, the specific major problem areas that cause risk for real estate licensees, the different standards as defined and directed by law, Commissioner's Rules, and the Code of Ethics, how to protect yourself from problems and risks and dispel common myths and fantasies related to risk and risk management

Upon completion of this unit, students will be able to

Unit One: Standard Of Care

- Define the duties imposed by the standard of care
- Identify the sources from which the standard of care is created
- Describe the consequences for failure to meet the standard of care

Unit Two: Disclosures

- Enhance their ability to identify material facts
- Identify disclosure obligations of sellers and buyers
- Identify discovery and disclosure obligations of real estate licensees
- Describe the possible liabilities for failure to disclose

Unit Three: Disclosure Reports

- Identify the available or mandated disclosure reports for use in residential real estate transactions
- Describe the use of such disclosure reports
- Understand the importance of using such disclosure reports to shift risk onto the parties to the transaction

Unit Four: Acting Outside The Field Of Competence:

- Understand the risks involved in working or advising outside the field of competence or geographic area
- Identify the prohibitions established by the Commissioner's Rules and Code of Ethics
- Describe the possible penalties and liabilities
- Analyze the benefits to the public
- Dispel the myths that possessing a real estate license means that a licensee is competent to list and sell any type of real estate and anywhere in Arizona
- Dispel the myth that possessing a real estate license means the real estate licensee has been deemed competent by the ADRE

Unit Five: The Real Estate Settlement Procedures Act ("Respa")

- Identify the prohibitions established by RESPA
- Identify the disclosure requirements established by RESPA
- Effectively apply the requirements of RESPA to real estate practice



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- Dispel common RESPA myths

Unit Six: Short Sale Transactions

- Understand the risks and complexities of short sales
- Define the prohibitions against providing services without the knowledge and expertise to do so
- Identify and describe the disclosures necessary to make to sellers considering short sales
- Identify and describe the disclosures necessary to make to buyers considering short sales
- How to make those disclosures through listing and contract forms

Unit Seven: Antitrust

- Identify the prohibitions established by antitrust laws
- Define discussions that are restricted to within the company
- Define discussions that may be held outside the company
- Understand that comments or conversations that are thought or meant to be harmless can result in very serious punishment
- Explain the importance of antitrust compliance
- Identify the potential penalties and consequences for antitrust violations

Unit Eight: Fair Housing

- Identify the types of fair housing violations being found
- Dispel common fair housing myths and fantasies
- Explore ways to deal with typical fair housing issues
- Describe the penalties that could accompany fair housing violations

Unit Nine: Possession Issues

- Describe the risks involved when buyers take possession prior to the close of escrow
- Describe the risks involved when sellers retain possession after the close of escrow
- Understand the importance of explaining those risks to clients prior to decisions being made by clients
- Identify the prohibitions established by the Commissioner's Rules



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307 - Multi-Cultural Marketing (6-fair housing law) A one-day ***REQUIRED** module teaching how differences in cultural style impact the real estate transaction process and how to manage those differences. It will focus on how simple multi-cultural etiquette can lead to success with your new clients and customers and to how to develop sound diversity strategies to incorporate into your overall business plan.



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308 - Safe Real Estate (Code of Ethics/Procuring Cause) (5-Commissioners Standards/3-real estate legal issues/3-disclosure/ 3-agency law) A two-day ***REQUIRED** module focusing on: the obligations of the Code of Ethics; a study of related Standards of Practice and Case Interpretations; a review of case studies; comparing the obligations of the Commissioner's Rules to the Code of Ethics; and a study of commission issues that lead to commission disputes and the resolution thereof.

This class meets the NAR Quadrennial Ethics Training requirement.

Upon completion of this class, students will be able to

- identify the major objectives of the REALTOR® Code of Ethics.
- enhance awareness and knowledge of the REALTOR® Code of Ethics.
- examine the related Standards of Practice and Case Interpretations.
- explore how to avoid typical problem areas that often result in violations of the Code of Ethics.
- compare Ethical obligations to the obligations established by the Commissioner's Standards.
- stimulate active involvement in upgrading the real estate industry.
- identify the types of commission issues that result in commission disputes.
- examine Arizona case law as it relates to commission issues.
- examine NAR guidelines, policies and procedures as they relate to commission issues.
- explore ways to avoid such disputes.
- identify methods of dispute resolution when commission disputes do arise.



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306 - Selling New Homes (3-Agency/3-General) A one-day **ELECTIVE** module focusing on successfully representing buyers of new homes and helping negotiate the transaction with builders. Students will learn to identify the prospects likely to be interested in new homes and some basic information about the marketplace in new home construction.

Upon completion of this class, students will be able to

Unit One: Introduction: Why New Homes?

- identify the prospects likely to be interested in new homes and some basic information about the market place in new construction.

Unit Two: Preparation: It's A Whole Different World!

- appreciate the differing roles of the site salesperson and the cooperating REALTOR®, differences between selling new and re-sale homes and the fiduciary requirements of a buyer representative.

Unit Three: Showing The Subdivision/ Model Homes

- learned the important factors in matching buyers with suitable homes and the importance of building relationships with site sales people.

Unit Four: Negotiating The Transaction

- understand that the buyer's representative must assist the buyer in the purchase process while being very careful to avoid practicing law.

Unit Five: Closing The Transaction

- be aware of their Agency responsibilities in representing their client's throughout the construction period. Since the builder's staff members represent the builder, the buyer's representative has an important role to play during the transaction.



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309 - Assistants (3-General/3-Commissioners Standards) A one-day **ELECTIVE** module focusing on skills to help you work more effectively with assistants and understand the Real Estate Law and Rules that relate to assistants. Job descriptions and duties of an assistant will be discussed.

Unit One: Determining Your Needs For An Assistant

Unit Two: Steps To Begin The Process Of Hiring An Assistant

Unit Three: The Hiring Process

Unit Four: The First Day-Week-Month

Unit Five: Image

Unit Six: Licensed Assistant (Or) Team Members

Unit Seven; Advertising/Marketing

Unit Eight: Improving Agent/Assistant Relationship

Unit Nine: Sales Contract Administration

Unit Ten: Listing Contract Administration

Unit Eleven: Technology



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311 - Environmental Integrity (3-real estate legal issues/3-disclosure) A one-day **ELECTIVE** module identifying REALTORS®' legal and ethical obligations regarding discovery and disclosure of material facts regarding latent defects in property and environmental issues commonly associated with residential improved property.

Upon completion of this class, students will be able to

Unit One: Introduction

- identify the legal and ethical obligations of disclosure regarding Environmental Issues, including the Real Estate Commissioner's Rules, the obligations imposed by the NAR Code of Ethics and obligations imposed by case law affecting the issues.
- identify the different levels of misrepresentation and will be able to discuss the duties of real estate agents, buyers and sellers.

Unit Two: Showing The Property

- identify features or elements of a property which may involve environmental issues and which may or may not be seen by the client or customer during the viewing of properties
- identify the possible problems which may ensue ("red flags").

Unit Three: Risk Management

- list the steps necessary to satisfy the need for environmental risk assessment and risk management.

Unit Four: Regulatory Agencies

- identify the various regulatory agencies with responsibilities in the environmental areas and be familiar with the Environmental Issues information which they are able to provide.
- identify the advantages and disadvantages of the SPDS and identify the responsibilities and limitations of allied professionals.

Unit Five: Conclusions



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312 - Effective Consumer Service (6-general) A one-day **ELECTIVE** module designed to help you develop true consumer professionalism. The objectives are: to identify various consumer demands and expectations; to obtain a better understanding of consumer attitude and how to effectively help and educate the consumer in the real estate transaction process; to achieve consumer satisfaction and problem-solving utilizing four critical communication skills.

Upon completion of this class, students will be able to

Unit One: The Roles of Agents and Consumers

- Describe the role of REALTORS® in today's market.
- Identify the characteristics and demands of today's consumers.
- Understand how to tailor their services to meet the expectations of individual consumers.

Unit Two: Creating Maximum Consumer Satisfaction

- Develop a plan for long-term success by achieving superior customer service.
- Identify common public image problems and ways to correct them.

Unit Three: Effective Communication Skills

- Identify different communication and behavior styles.
- Develop ways to meet potential communication challenges created by individuals' personality traits.

Unit Four: The Agent as a Consultant

- Describe their role as a consultant.
- Identify the skills necessary to become an effective consultant.
- Integrate consulting skills into a presentation with a buyer or seller.

Unit Five: Effectively Serving the Needs of the Seller

- Identify key issues to be addressed with all seller-clients.
- Determine the needs of sellers by completing the needs analysis process.

Unit Six: Effectively Serving the Needs of the Buyer

- Utilize the needs analysis process with the buyer to lay the groundwork for a successful sale.
- Identify ways in which they can provide superior service to buyer-clients.

Unit Seven: Conflict

- Handle any conflict that occurs efficiently, effectively, and immediately.



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- Recognize attitudes and perceptions that block conflict resolution and know when to involve other parties.
- Identify the guidelines for interacting with clients and customers to more effectively solve problems.



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314 - Technology Strategies for the New Marketplace (14-general) A two-day **ELECTIVE** module aimed at intermediate and advanced professionals. Students will have one full day on the tools you need to serve your clients and more effectively: use a PDA; utilize PowerPoint presentations; use a digital camera to make money; create presentations for digital marketing. The second is one full day on promoting and marketing your website: when to use a template site or a custom site; how to drive traffic to your site; how to develop a follow-up program so you don't lose the consumer; and how to develop your niche and brand. **You will receive two elective credits for this class.**

Upon completion of this class, students will be able to

- Be able to analyze the technology tools available and determine an action plan for their business needs.
- Understand the two types of wireless technologies.
- Familiarize themselves with the benefits of Pads, Cameras, and computers and be able to make choices based on their individual needs.
- Know where to access comparison shopping and purchase information as well as compatible software online to facilitate their decisions.
- Be able make choices regarding their software needs and other technology tools that will make them more effective and/or systematized.
- Understand the benefits of an online community and be able to participate in an online group.
- Understand the cost benefits of working niches as opposed to being a generalist.
- Determine the niches that are the best fit for their experience, background and situation.
- Understand the components in developing a real estate website or choosing a website template company.
- Understand how to market their site to draw visitors and how to make decisions about search engine rankings.
- Understand the benefits and know how to obtain a permanent, professional email address.
- Know multiple ways of staying in contact with clients and be able to choose the best solutions for their business.
- Know what today's consumers expect and be able to make choices in regard to website content and follow up.



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315 – Negotiating Through Effective Communication (6-general) A one-day **ELECTIVE** module focusing on communication, negotiation and consulting. Top sales associates enjoy a competitive advantage because they know business depends on good communication and how to adapt their style/message appropriately. This course will help fine-tune these skills and teach how to build relationships - not just sell houses.

Upon completion of this class, students will be able to

Unit One: Negotiating Behavior

- Accurately interpret communication through body language and facial expressions.
- Effectively assess their personal negotiating habits and behaviors.

Unit Two: Competitive Negotiation

- Identify successful approaches to negotiation.
- Recognize the ethical implications of negotiation.
- Utilize effective negotiating skills to resolve conflict and achieve an end outcome that works for all parties.

Unit Three: Negotiating the Hire

- Understand how to negotiate the hiring process with sellers and buyers.
- Identify and negotiate the main concerns or issues that are important to potential sellers and buyers by completing the unit workshops.

Unit Four: Negotiating the Transaction

- Identify some common problems that occur during a transaction and how to resolve them.
- Successfully troubleshoot a transaction from contract to closing.



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316 - Mentoring and Coaching Associates in Real Estate (6-general) A one-day **ELECTIVE** module focusing on: the benefits of mentoring and the role it can play in ensuring the continued success of the mentor and protégé in the future; a better understanding of the characteristics and qualities that make a qualified mentor and a qualified protégé that will best ensure a productive and fulfilling working relationship; the process in selecting a mentor and protégé to enhance the best chances of success in the relationship; how to identify problem areas in the relationship and be able to address these problems constructively; and how to work effectively in these roles.

Upon completion of this class, students will be able to

- The participant will be made aware of the benefits of mentoring and the role it can play in ensuring the continued success of the mentor and protégé in the future.
- The participant will better understand the characteristics and qualities that make a qualified mentor and a qualified protégé that will best ensure a productive and fulfilling working relationship.
- The participant will understand the process in selecting a mentor to enhance the best chances of success in the relationship.
- The participant will understand the process in selecting a mentor that will best ensure success in the relationship.
- The participant will understand the firm commandments of mentoring.
- The participant will be able to identify problem areas in the relationship and be able to address these problems constructively.
- The participant will learn and be able to apply coaching skills to help the protégé bring out the best in themselves in real estate practice.
- The participant will understand how to educate and teach the protégé how to implement the proper
- The participant will also understand that as a protégé how to utilize the mentor as an example of how to serve the needs of the real estate buyer and seller.
- The participant will understand how mentoring can be a way of developing more qualified sales associates who can more effectively serve the needs of the real estate buyer and seller.



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317 – How to Select A Residential Property Management Company (3-general/3-legal issues) A one-day **ELECTIVE** module focusing on understanding the role of the property manager, how to differentiate the service boundaries property management companies offer, how to identify which property management company is best suited to provide services for each type of property/investment and becoming familiar with the terms and conditions of a management agreement so that he/she can provide professional assistance to his clients.

Upon completion of this class, students will be able to

Unit I: Introduction of the Property Management Team

- The student will understand the professional component that a property manager brings to the agents team.
- The student will understand the need to match the investment property with the right property management portfolio.
- The student will have an understanding of a successful match or the consequences of a mismatch.
- The student will have the basic skill to affect a successful owner-property manager match.

UNIT II: The Company's Service Parameters

- The student will learn that there are strengths, weaknesses, opportunities and threats to every type of service parameter.
- The student will learn that that property management companies have different types of service boundaries.
- The student will learn that there advantages and disadvantages of every type of service parameter.

UNIT III: Portfolio and Property Compatibility

- The student will learn that there are very few property managers who can “do it all.”
- The student will learn that each type of property has its unique management characteristics
- The student will learn about the different types of property portfolio profiles

UNIT IV: Management and Property Portfolio Matrix

- In this unit, the student will see actual property management companies, the marketing boundaries, and the company's property portfolio.
- The student will observe that each property management company has clearly defined service parameters that the
- The student will be able to identify which property management company would be best suited to provide management services to her I/O.

UNIT V: Scope of Management Services

- The student will learn the importance of the scope of services.
- The student will learn that the scope of services is the basis of all future contractual services provided by the PMC.
- The student will learn that if a service is not mentioned in the scope of services it is mostly likely not offered or may be offered but at an additional fee.



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UNIT VI: Evaluating the Property Management Company

- The student will learn that experience in the property management industry is gained through length of time or number of properties under management.
- The student will learn that every management company has a scope of services and services outside the scope must be negotiated for.
- The student will learn of the long term agency relationship that exists between a property management company and the I/O and the constraints that are necessary to make the agency relationship successful.

UNIT VII: The Management Agreement

- The student will learn how the scope of services becomes the frame work of the management agreement.
- The student will learn and be able to discuss the major provisions of the management agreement.
- The student will become sufficiently familiar with the terms and conditions of the management agreement such that he can provide professional assistance to his I/O.

Unit VIII: Fees

- The student will learn that all fees regardless of the source must be disclosed to the I/O.
- The student will learn that the management fee is but one of many fees to be considered when selecting a PMC
- The student will learn that fees need to be considered in light of the type of property and the services requested by the I/O.
- Fees are used to compensate the PMC for expenses incurred in the management of the property.



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318: Property Management for Property Managers (3-contract law/3-commissioners standards/3-legal issues/6-general) This two-day **ELECTIVE** module covers developing a property portfolio and service area, management and rental contracts, developing a compensation package, advertising, Fair Housing and tenant selection, trust accounting and fiduciary duties, and understanding the Arizona Landlord Tenant Act.

Upon completion of this class, students will

Marketing the Property Management Company

- learn to analyze and define his service area.
- learn the advantages and disadvantages of each type of property.
- learn how to define his scope of services and not exceed the scope of his expertise.
- learn how his scope of services, property type(s) and services will define the marketing strategy of the management company.

The Management Agreement

- learn and be able to list the minimum requirements for a management contract based upon ADRE's requirements.
- learn what additional contractual provisions and conditions should be in a management contract in order to define the agency relationship between the owner and the manager.
- learn the need for a rational nexus for the charges, fees and commissions he charges the owner and tenant.
- learn how to combine his preferred properties, service area, scope of services and management services into an owner presentation.

Advertising the Residential Properties

- be able to understand the broadly defined and highly regulated advertising requirements.
- understand and use different advertising strategies based upon the company's service area and property portfolio.
- be able to utilize several different methods to determine the rental rate for a property.
- learn and be able to develop written criteria for selecting or rejecting an application.

Trust Accounting

- become familiar and be able to comply with ADRE's minimum trust accounting requirements.
- learn the meaning of and how to avoid commingling and conversion of funds
- learn and apply the necessary offsetting balances to prevent commingling and conversion of funds from occurring.
- learn and be able to implement file maintenance and record keeping in compliance with ADRE rules and regulations.

Arizona Tenant-Landlord Act

- learn that all rental agreements are founded in the Arizona Tenant-Landlord Act.



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MODULE COURSE DESCRIPTIONS

The GRI designee is the best prepared and most knowledgeable Arizona real estate practitioner.

- learn and be able to comply with the obligations of the landlord.
- learn the obligations of the tenant and how to assure the tenant's compliance.
- learn of the "self help" remedies section of ATLA .
- learn of the abandonment process and how to prevent financial loss to the owner.

AAR Rental Agreement

- learn that the AAR Rental Agreement is based upon the Arizona Tenant-Landlord Act.
- learn the duties of the landlord and the tenant as defined in the AAR rental agreement.
- learn of the Federal and State disclosure requirements in order to provide health and safety for the tenant.
- learn the intricacies regarding, termination, and abandonment, retaliation, and lease violations.



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319: Tax Deferred (1031) Exchanges & Residential Real Estate Investors (6-general) This one-day **ELECTIVE** module covers what agents should know about exchanging and residential real estate investors, standards of care for the client as well as protect and promote your client's interests, how to identify terms & follow history of deferred exchanges and the processes and conditions for exchanging.

Upon completion of this class, students will be able to

UNIT I: Tax Deferred Exchanges, Considerations, Terminology and History

- Identify terms and follow history of deferred exchanges.

UNIT II: Capital Gains, Exchange Requirements, Qualified Properties and Excluded Assets

- Be familiar with process and conditions for exchanging.

Unit III: Description of Properties and Parties

- Identify positions of parties and time restrictions for processing transactions.

Unit IV: How to Initiate An Exchange

- Learn to follow the transactions through until closing.

Unit V: Treatment of Earnest Money

- Follow processing of earnest money.

Unit VI: Reasons for Exchanging

- Identify other reasons for exchanging

Unit VII: Exchange of Personal Property

- Clarify personal property

Unit VIII: Guide to Investing in Residential Real Estate

- To expand listing opportunity and increase sales, match investors with investment properties.

Unit IX: Where to market for Investors/ Guide for Property Management

- Obtain information to increase their data base and suggested guidelines for property management including Commissioners
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320: Advanced Customer Care through Technology (6-general) This one-day ELECTIVE module is designed to help students optimize their web sites to provide maximum lead generation; use web-based tools and video communities to enhance their overall marketing plan; use blogging as an effective branding and marketing tool; and to create podcasts to use for personal and property marketing.

Upon completion of this class, students will be able to

Unit 1: Advanced Email Techniques

- To use advanced email techniques to more effectively manage the quality and frequency of your correspondence with clients and customers

Unit 2: Optimizing Your Web Site

- To optimize your web site to provide maximum lead generation

Unit 3: Web 2.0 & Blogging

- To use blogging as an effective branding and marketing tool

Unit 4: Video & Audio Content & Delivery

- To use web-based tools and video communities to enhance your overall marketing plan

Unit 5: Social Networks