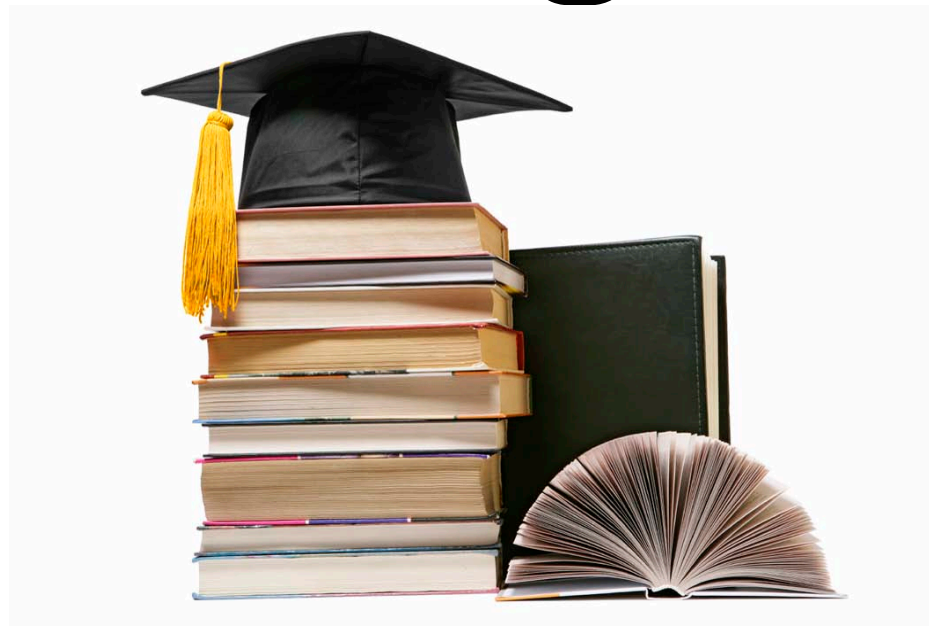




ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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

Inside the GRI Program





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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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"!

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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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

- 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.



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REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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
- Dispel common RESPA myths



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.
- Recognize attitudes and perceptions that block conflict resolution and know when to involve other parties.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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.
- 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 .



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REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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- 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.



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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 in increase their data base and suggested guidelines for property management including Commissioners
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ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

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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