

REESULTS™ Coaching School of Real Estate
CE & Commission-Approved Training Course Offerings
****All Courses are Nebraska Real Estate Commission-Approved***

Continuing Education (CE) Approved Courses

(NREC # "R") Course Title (# of CE hrs) Course Descriptions

(0497R & 6000) Ethics Training (3 hrs):

The National Association of REALTORS-approved Course that meets the quadrennial Ethics Course Requirement. This Course is a study of the REALTOR Code of Ethics. It serves as one of the four required classes for the Designated Broker Certification.

(0378R) Advanced Buyer Representation (3 hrs):

Learn to list the buyer...and discover the benefits and value-added services that make exclusive buyer representation a viable part of your real estate business.

(0443) Elements of Selling a New Construction Home (3 hrs):

Learn the tips and techniques that will help you better market and represent a new home builder from concept to construction to completion.

(0120) From the Ground Up: An Onsite Look at New Construction (3 hrs):

This is an "onsite", traveling Course that takes you through each phase of new residential construction. You will view the step-by-step process of building a new home from the ground up to a finished model home. (Available in Omaha, Nebraska Metro Only)

(0517R) Mold... A Growing Issue (3 hrs):

This Course is a study and review of the agent's role and responsibilities regarding the presence, or potential presence, of toxic mold in residential real estate.

(0280) The Licensee's Role In Home Inspections (3 hrs):

This Course outlines the specific agent responsibilities and how to avoid potential liabilities as it would pertain to home inspections.

(0282RPM) Fair Housing (3 hrs):

An in-depth study of HUD's Fair Housing Policies designed to help agents comply with the law and avoid legal pitfalls as it relates to advertising, representation, financing, and issues related to various segments of the population.

(0558) Protecting Yourself and Your Clients from Mortgage Fraud (3 hrs):

Ever had a loan that did not close on time(?)... or a pre-approved buyer that got declined at the last minute(?)... or find "junk fees" too numerous to mention? Learn why! Also, learn how to protect your license... and the trust and finances of your buyers and sellers... while you will learn how to identify and professionally handle fraud in the mortgage banking business.

(0268R) License Law Jeopardy (3 hrs):

What is the study of the Nebraska Real Estate License Laws in a "game show" format?

(0023R) Understanding Radon Risk (3 hrs):

Never lose another sale because you cannot explain or negotiate effectively when radon is discovered in the subject property. This Course focuses on the licensee's understanding and representation of radon risk to their buyers and sellers.

(0349R & 6000) Risky Business Practices (3 hrs):

One of the best CE Courses ever. It is a compilation of legal issues, disciplinary actions, and risk potential, all packaged in an "awareness" building format so brokers, managers, and agents can better identify and avoid business practices that could lead to license suspension/revocation, legal action, fines, and jail time. It serves as one of the four required classes for the Designated Broker Certification.

(0235) Representing Relocating Buyers and Sellers (3 hrs):

If you work with or would like to represent buyers and sellers moving into and out of your community, this Course is a "must take". It covers everything from agency differentiation from state to state, effective local and long-distance communications, information packaging for both incoming and destination cities, and more!

(0442R) 10 Essential Points In Seller Representation (3 hrs):

You will learn the key points to better represent your sellers through proven tips and techniques for pricing, defining markets, home inspections, negotiating, disclosures, and more — all to increase your value to the seller by selling their home faster, easier, and in a more professional manner.

(0598R) Avoiding Misrepresentation (3 hrs):

"Knowing what to look for" in each transaction to protect yourself and your buyers and sellers from misrepresentations is one of the most important professional services you can provide. Learn how to identify and avoid Misrepresentation in the real estate transaction.

(0599) Look Who's Talking...The Value of Quality Communications in the Real Estate Transaction (3 hrs):

This is a great course that can help make all your transactions run a little faster and smoother. You will learn the keys to quality service and how to keep everyone involved on the same page for all of your real estate activities.

(0622) Understanding Foreclosures and Short Sales (3 hrs):

A perfect class to gain the basic knowledge and procedures to manage both the foreclosure and short sale transactions. You will learn the terms and transactional differences so you can better represent both buyers and sellers involved in a foreclosure or short sale.

(0633) Uncommon Courtesy (3 hrs):

Created from the REALTOR Pathways to Professionalism brochure...this Course outlines and demonstrates how you can improve agent relations with fellow real estate licensees in every aspect of the real estate transaction. An excellent course that promotes ethical conduct, fosters professional relationships, and cultivates a positive public image.

(0601) Representing New Construction (3 hrs):

Designed for those who want the "how to" for representing a new home builder. This Course covers the complete spectrum of new construction, from concept to completion. A comprehensive course that explains how to represent both the new home builder and the new home buyer effectively and professionally throughout the entire new construction process.

(0311) Coaching the Real Estate Investor (3 hrs):

Get the "need to know" facts about virtually every aspect of real estate investing so you can better represent the real estate investor. Presented in a format that highlights specific areas that every agent needs to know so they can effectively coach their real estate investor client.

(0656R) Making Agency Work For You (3 hrs):

Finally...a course that outlines every facet of buyer and seller agency representation... and will help you turn agency disclosure into a personal marketing opportunity. You will learn tips and techniques that can earn you both respect and commission dollars by turning your agency disclosure and duties into a marketing tool.

(0653) Keeping Your Advertising Legal (3 hrs):

From print media to the web... from Fair Housing to Regulation Z... from NREC required disclosures to general real estate advertising... an in-depth look at advertising diction and a direction that will help you avoid fines, save your real estate license, and keep you out of jail.

(0697R) Contract Language for the Real World (3 hrs):

This Course discusses 30 of the most "unclear, misrepresentative, and high-risk" examples of poorly written terms and phrases in real estate contracts. Learn the correct way to create and author definitive contract language for better representation in real estate agreements.

(0392R) Coaching Strategies for Diligent Representation (3 hrs):

This Course targets specific activities where agents' "attention to detail" and "specific performance" can be enhanced to better represent the clients/customers in the real estate transaction. A great review of the "little things that make a big difference" in every real estate transaction.

(0122R) Pricing It Right (3 hrs):

This is one of the best courses in "price determination" for BOTH the buyer and seller. Presented with a unique perspective for pricing, matched with an appraiser's comparative price adjustments, gives you an edge the next time you need to "price it right!"

(0721) 10 Coaching Points for Home Buyers (3 hrs):

From exclusive buyer representation to property search and discovery, to specific contract language protecting the home buyer, to negotiations and closing, this 3-hour CE class offers tips and techniques to effectively coach home buyers through their real estate experience, from agency to acquisition.

(0337) Show Me the Mortgage Money (3 hrs):

This class connects the dots between the agent... lender...home buyer and seller in a "real world" format. No theory...just proven strategies for financing real estate that will give you an edge in today's marketplace and a better understanding of the entire real estate financing process.

(0752R) Profiting From The Paperwork (3 hrs):

The Listing Agreement and Exclusive Buyer Agency Agreement (3 hours): This class examines two critically important real estate documents, providing specific presentation techniques and a line-by-

line tutorial that explains every aspect of these documents. This benefits the agent by facilitating relationship building while educating the client on the specifics of the agreements.

(0270) Profiting From Pendings (3 hrs):

This class offers the perfect blend of "attention to detail" and "buyer/seller relationship building" as it demonstrates how the agent can set the stage for "smoother and no surprises" real estate transaction...AFTER THE SALES GO PENDING!

(0303R) Avoiding Contractual Risk (3 hrs):

This class is all about avoiding risk... particularly when prevention or reduction is possible. Correctly written contracts are crucial to the diligent representation of the client(s) and the prevention of negative consequences for the agent.

(0750R) Property Evaluation For The Buyer (3 hrs):

This class is a "checklist" for evaluating a potential property the buyer may want to purchase. The "checklist" contains items that buyer's agents have failed to address that have caused license suspension, revocation, fines, etc.

(0019R) Profiting From The Paperwork: The Purchase Agreement (3 hrs):

Complete with a line-by-line tutorial... this class makes the purchase agreement a great tool for agents to "educate" the home buyer on every facet of the real estate contract. This allows the agent to do a better job for the buyer... and the opportunity to earn future referrals for a "job well done"!

(0525R) The Licensee's Role for the Seller Property Condition Disclosure Statement (3 hrs):

The class focuses on reducing company/agent risk in the completion, presentation, explanation, and execution of the SPCDS.

(0021R) License Law and Agency Relationships (3 hrs):

This class meets the NREC requirements for out-of-state licensees seeking to fulfill the license law requirement for obtaining a Nebraska real estate license. This class details license law with actual examples of violations and sets the stage for compliance regarding Nebraska's agency laws. This class can be taken for licensing requirements under the number (0604R), but MUST be taken as a pre-license class and not CE!

(0794R) Advanced Price Valuation (3 hrs):

This class is the detailed, line-item review of the ERC/BMA (Employer Relocation Council/Broker's Market Analysis) and Strategy Report. It can be used for advanced pricing and marketing strategies, as well as for educating agents on how to properly complete the ERC/BMA paperwork required by relocating companies nationwide.

(0791R) 8 Coaching Tips for the Home Buyer's Strategy (3 hrs):

This class is ideal for agents who want to offer a step-by-step home-buying strategy in today's market. From understanding the complex process to handling emotions to finding the right home, this class is structured around strategies and representations that enhance the entire home-buying experience.

(0792R) 11 Coaching Tips for Better Seller Representation (3 hrs):

Sellers all want their property SOLD! This class focuses on 11 key points that agents can use to "coach" sellers through the entire home-selling process. From motivation...pricing...marketing...to

keeping all things legal... this class is a MUST for agents that want faster and easier sales and better relationships with sellers!

(0393) Building a Winning Real Estate Team (3 hrs):

This class teaches agents how to build a successful real estate team in today's market. This class covers the basics of creating a real estate team, plus how to become an effective leader of a winning real estate team.

(0783R) Avoiding Critical Mistakes in the Home Buying Process (3 hrs):

This class is a targeted discussion on how to coach home buyers through the maze of real estate processes and jargon, enabling them to avoid critical mistakes in the home-buying process.

(0803R) Coaching On Multiple Offers (3 hrs):

This class identifies the essential strategies and tactics of handling multiple offers in the world of residential real estate. From preparing the home buyer to negotiations to risk reduction, this session asks specific questions. It provides specific answers, enabling agents to represent their buyer and/or seller better when faced with multiple offer situations.

(0899R) Real Estate Safety Matters (3 hrs):

This class is the National Association of REALTORS Safety Program! It focuses on key safety issues, preventive strategies, and awareness protocols, as well as how to keep you, your clients, and their property safe in your day-to-day real estate activities. This class is essential for all real estate licensees who take their personal safety seriously in today's real estate environment.

(0068RPM) Nebraska Residential Landlord Tenant Act (3 hrs):

This class meets the "Property Management" requirement set by the Nebraska Real Estate Commission. This is an in-depth examination of the Nebraska Landlord Tenant Act and its application to the management and rental of real property.

(1002RPM) Understanding Tenants' Rights (3 hrs)

This class meets the "Property Management" requirement set by the Nebraska Real Estate Commission. This class examines the rights of tenants as outlined in the Nebraska Landlord-Tenant Act. It provides a detailed examination of virtually every action or situation that could arise in a landlord-tenant relationship.

(1141R) Your Value Proposition for Real Estate Buyers (3 hrs):

This class is the "missing link" in the professional representation of real estate **buyers**. This coaching format helps you deliver results-driven value to all types of real estate buyers.

(1142R) Your Value Proposition for Real Estate Sellers (3 hrs):

This class is the "missing link" in the professional representation of real estate **sellers**. The content is provided in a coaching format designed to help users identify, define, and deliver results-based value to various types of real estate sellers in the marketplace.

(1169R) Your Value Proposition for Beating the E-Lead Giants (3 hrs):

This class targets a set of relationship-focused "value propositions" that will give today's real estate agents an unbeatable advantage when competing with the online E-Lead Giants! If you are tired of losing leads to global websites that take your hard-earned real estate relationships, "cherry picking" the leads, and then selling them back to you... This class is a MUST! Even if you do not need the CE hours... but want to take back your real estate business... don't miss this class!

(1205RPM & 6000) Trust Account Basics (3 hrs):

This class is a comprehensive review of the Nebraska Real Estate Trust Account Manual. It serves as one of the four required classes for the Designated Broker Certification.

(1204 & 6000) Real Estate Business Planning 101 (3 hrs):

This class is a strategic presentation on how to build a successful real estate business. It shares the key elements on how to create, build, and maintain a profitable and sustainable real estate career! It serves as one of the four required classes for the Designated Broker Certification.

(1000R) TEAMS: The REQUIRED CE Class (3 hrs):

This class meets the NREC requirement for all licensees that are on a real estate team, the team leader, and the designated broker/manager that supervises a real estate team inside their brokerage. **REQUIRED EVERY 4 YEARS from the last date you took this class!**

(1246R) Representing the Fundamentals of Today's Real Estate Market (3 hrs):

This class focuses on the fundamentals of real estate representation with the real estate consumer in the current real estate market. The course materials now include current market factors and real estate licensee relationships.

(1247R) Real Estate By The Numbers (3 hrs):

This class is a targeted look at virtually every scenario where the real estate consumer... and the licensee... would need to gain a better understanding regarding the representation of the "numbers" from pricing-to-financing-to-negotiations, and more!

(1245) Representing the Value Propositions of Your Support Services (3 hrs):

This class is a snapshot look at how the real estate licensee can gather, coach, and utilize the support services they offer their real estate consumers. We discuss how to identify the specific tasks... from timely communication to the creation of "job descriptions" for each support service to increase the professionalism and performance of everyone involved in the real estate transaction.

(1296R) Essential Points When Showing A Property (3 hrs)

This class is a point-by-point perspective on how to represent sellers and buyers when showing real property professionally and legally. From staging a property to showing it, to staying safe while showing it, this class is essential for those seeking to excel in a foundational activity of the real estate profession.

(3000R) Developing Professional Conduct and Ethical Practices (6 hrs):

This class looks at the real estate industry from a "best practices" point of view. It provides a highly interactive look at ethics and professional conduct to help licensees gain competency in handling real estate transactions. Participants will be actively engaged in real-world case studies and group discussions that address ethical issues—required for all pre-license students as Course (0003) with no CE credit.

(2000) Real Estate Practice (12 hrs):

This Course provides a detailed look at the required knowledge and skills for a real estate practice, including, but not limited to, completing contracts and listing agreements and handling client funds. Participants will be actively involved in real-world case studies and group discussions regarding the skills and due diligence required in real estate practice.

(1409) Understanding the History & Legal Representation of Survey (3 hrs)

You will gain foundational knowledge to represent your actual clientele better while developing the ability to protect the interests of both your clients and your real estate license regarding surveys.

Instructor: Steve Humphries

(1472RPM) Recognizing the Three Types of Accessible Housing (3 hrs)

This Course introduces real estate licensees to the accessibility issues faced in the residential real estate market. It offers a detailed examination of three types of accessible homes. It examines accessibility standards while discussing the need for accessible Housing in the United States.

Instructor: LaDonna Eriksen

(1601R) Strategies and Legalities in Seller Representation (3 hrs)

This class provides an integrated perspective on how licensees can create and present seller-centric representation in their representation of sellers in today's market. This class is an in-depth look at dealing with change, accurate pricing, the new language of real estate, legal disclosures, explaining commissions, managing the transactional process, showing properties, and win-win negotiations!

(1611R) Best Practices for Listing the Buyer (3 hrs)

This class reviews "best practices" in buyer representation as developed by the Nebraska Real Estate Commission. It presents and discusses the basic requirements and best practices for offers and explanations of buyer agent compensation, seller participation, buyer representation agreements, and the legalities surrounding buyer representation after July 1, 2025.

(1612R) Top 10 Environmental Issues in Real Estate (3 hrs)

This class identifies 10 environmental issues the real estate licensees may encounter in the representation of sellers and buyers of real estate. This class offers an in-depth overview of specific environmental issues that can impact property transactions, client advisories, and legal liability. From lead-based paint, asbestos, radon, mold, underground storage tanks, groundwater contamination, soil pollution, septic systems, well water, flood zones, and wetlands, to environmental hazards at nearby sites, all are discussed so you will be better prepared if and when you encounter these environmental issues.

(1613R) 13 Ways to Avoid Getting a NREC Complaint Filed Against You (3 hrs)

The content of this class identifies 13 specific illegal actions that have generated real estate commission complaints against licensees. The content and presentation will share the actions and explanations leading to commission complaints, as well as how to avoid ever hearing the words "would the defendant please rise".

(1616R) From Curious to Confident: Q & A for 5-Star Buyer Representation (3 hrs)

Each segment will provide the knowledge and insights needed to navigate buyer representation in today's world! This set of questions focuses on proven learning strategies that will help gain valuable, representative information with confidence.

(1627RPM) COMMERCIAL: Tenant Representation for Agent (3 hrs)

This Course is designed to equip real estate agents in Nebraska with the essential skills and knowledge to excel as tenant representatives in the commercial real estate market.

(1628RPM) COMMERCIAL: Listing Agents Working with Property Managers (3 hrs)

This Course is designed for real estate agents who represent property managers during list/sale transactions.

(1629R) COMMERCIAL: Commercial Real Estate Investments for Agents (3 hrs)

This Course is designed for real estate agents seeking to enhance their expertise in commercial real estate (CRE) investment.

(1630R) COMMERCIAL: Agent Referrals: You Are Missing Out (3 hrs)

How to uphold your fiduciary duty and grow your business when building and implementing effective referral relationships.

(1631R) COMMERCIAL: Buyer Agency in Commercial Real Estate (3hrs)

This Course equips real estate licensees with the knowledge and tools to navigate commercial buyer agency transactions.

(1632R) COMMERCIAL: Commercial Real Estate Agency Basics (3 hrs)

This is an introductory course for both new commercial agents and residential agents who wish to expand their knowledge of real estate in the commercial sector.

(TBD) Do's & Don'ts of Dual Agency (3 hrs)

This Course provides a framework for legal understanding and client/customer representation, using best business practices for dual agency in Nebraska.

(TBD) Agent's Representation AFTER Closing (3 hrs)

This Course teaches real estate professionals how to legally and ethically provide value to buyers and sellers AFTER closing, including but not limited to strategies for client retention and relationship management.

Mark Wehner, is the CEO and founder of Mark Wehner's REEsults Coaching™ and the REEsults Coaching™ School of Real Estate. Mark currently holds the REE, CRB, ABRM, CRS, ABR, GRI, e-PRO, NHS, and CREM designations and is a nationally recognized real estate educator.



REEsults Coaching School of Real Estate

REESULTS™ Coaching School of Real Estate
COMMISSION APPROVED TRAINING (CAT) Course Offerings

** Nebraska Real Estate Commission Approved*

COMMISSION Approved Training (CAT) Courses

(NREC #) Course Title (# of CAT hrs): Course Description

(9999T) Entrepreneurship: From Passion-to-Potential (3 hrs)

This segment launches our Economic Survival Series! The genesis of entrepreneurship is an unbridled... unstoppable passion to follow your dream... and then make that dream a reality. This segment lays the foundation for belief and motivation and will create a "cause of action" for anyone looking for a reason "why" they can succeed.

(9999T) Essentials of Entrepreneurship (3 hrs)

This segment of our Economic Survival Series targets 10 "essentials" for entrepreneurial success. It examines the fundamental elements of exactly HOW to build a solid foundation in any independent venture or business organization. It fosters conviction and purpose, both essential qualities that are practiced daily in entrepreneurship.

(9999T) Winning Mindsets of Entrepreneurship (3hrs)

This segment of our Economic Survival Series identifies the key beliefs and attitudes essential to creating and sustaining the very essence of entrepreneurship. The ability to THINK like an entrepreneur develops an unbeatable belief in yourself and your abilities.

(9999T) Winning Strategies of Entrepreneurial ACTION (3hrs)

This segment of our Economic Survival Series sets the stage for specific ACTIONS that build the framework and superstructure for entrepreneurial success. Focusing on targeted activities, we combine mental toughness, accountability, and risk-taking in a hard-hitting format designed to take you from efficient to effective in every aspect of your daily activities.

(9999T) Winning Strategies of Entrepreneurial ACHIEVEMENT (3hrs)

This segment of our Economic Survival Series connects the dots between entrepreneurial actions and achievements. Learning the winning strategies that create targeted accomplishments, developing a unique market presence, managing obstacles, utilizing the proper technology, and moving beyond your own limitations sets the stage for exponential personal growth and accomplishment.

(9999T) Prime Directives of Entrepreneurship (3hrs)

This segment of our Economic Survival Series identifies 12 "prime directives" that every individual must master to outpace the competition. We examine the thought process behind every directive from an entrepreneurial perspective. This session provides an unparalleled mental edge when navigating day-to-day challenges and opportunities.

(9999T) How to Avoid the Top 10 Entrepreneurial Mistakes (3hrs)

This segment of our Economic Survival Series identifies 10 "mistakes" that can paralyze enthusiastic entrepreneurs, including employees and staff of companies and organizations. We specifically coach

you on how to avoid these mistakes, so you can navigate the pitfalls and eliminate the desperation experienced by uninformed entrepreneurs. By knowing and understanding HOW to strategically readjust your present mode of operations...then applying these coached, proven tactics to focus on business development instead of "brush fire management"...you can stop the drain on your time, energy, and financial resources.

(9999T) Entrepreneurial Perspectives on Social Media (3hrs)

This segment of our Economic Survival Series examines the key elements of awareness, coaching points, common miscues, and mobility issues that entrepreneurs will encounter when incorporating social media into their marketing strategy. If you are serious about profiting from your investments in social media, this session is exactly what you need to maximize your social media experience.

(9999T) Key Strategies of Entrepreneurial Networking (3hrs)

This segment of our Economic Survival Series takes networking to new heights for both the entrepreneur. We use networking strategies validated by decades of business prospecting. Then, we expand present networking mindsets to create highly effective, "profit-generating" activities that will take you from "chasing" customers to "attracting" customers!

(9999T) Entrepreneurial Branding Strategies (3hrs)

This segment of our Economic Survival Series reveals key strategies for branding your entrepreneurial venture. From concept to world-class... You will learn the secrets of successful branding used by the world's high-profile, best-known, and major brands.

(9999T) Entrepreneurial Perspectives on Business Ethics (3hrs)

This segment of our Economic Survival Series offers a candid look into how entrepreneurs navigate the world of business ethics in everyday activities. From "situational ethical questions" to dealing with the ethical pursuit of gaining a "competitive advantage"...we will reveal precisely how one can achieve...and profit from...an entrepreneurial perspective ethically!

(9999T) Entrepreneurial Leadership Strategies (3hrs)

This segment of our Economic Survival Series shares the next generation of leadership strategies. From personal to company, it will transform your present perception of leadership! This session builds on proven leadership philosophies while sharing the secrets of "entrepreneurial" leadership that can make a positive difference at all levels of any organization.

(9999T) Real Estate Business Planning 201: How to REEverse Engineer Your Success (3hrs)

Goals for this program are to improve professionalism through awareness, long-term career strategies, reduce failure rate due to lack of understanding, and self-accountability for better self/client/customer representation! *This CAT course complements Real Estate Business Planning 101 (1204 & 6000)*

(9999T) How To Build A Profitable Referral Network (1hr)

This 1hr CAT Course offers a comprehensive **overview** of creating a successful income-generating referral program. A fundamental principle is to offer valuable services that provide clear benefits, foster trust, and ensure consistent communication to build lifelong customer relationships. Capitalizing on the understanding that people will most often refer you, simply because you refer them, and provide value to the relationship (win-win).

NOTE: We also offer additional CAT Courses in our Real Estate, REEmarkable Courses!

*"One does not rise to the level of the competition...
they fall to their level of training!"*

**REEsults Coaching School of Real Estate, CE Training
Schedules**

Classroom: <http://www.reesultscoaching.com/calendar>

Online: <http://www.vanedis.com/index.cfm/fa/CE/fa2/course/state/NE/pcode/reesults>



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The **REEMarkable Real Estate Series** is designed to coach real estate licensees, both new and experienced agents, on the tools, techniques, and strategies that are guaranteed to increase the productivity and profits of the participating agents immediately!

The **REEMarkable Real Estate Series** is created to fill the void in agent education. Brokers spend tens of thousands of dollars and countless hours recruiting new agents to their companies. Then, they typically put them through a basic "one size fits all" training program. After that, agents are often left to "figure it out on their own". The drop in the National Association of REALTORS productivity statistics tells us that the model just isn't working for long-term, sustainable success! *This problem stems from agent training programs that are based mostly on the "second and third person" level of contact.*

The **REEMarkable Real Estate Series** coaches the real estate agents to do common real estate activities uncommonly! According to Darren Hardy, Editor of Success Magazine... "To succeed 20 years ago, you had to be the BEST! Then, with the entrance of technology, you had to be FIRST. Next came DIFFERENTIATION. You had to be "different"...better advertising, marketing tools, technology, etc. Now you must be remarkable to last!" Remarkable, in this sense, is both an adjective and a verb. Will the agent provide a level of real estate services above the norm? Will the consumer "remark"...in social media and centers of influence about the agent's remarkable level of service? That's today's mantle for defining success. This Series's entire purpose is to create, or recreate, a REEMarkable real estate agent! Once an agent reaches this pinnacle...all else...from professional relationships to personal productivity is truly possible! GUARANTEED!

The remarkable thing about the **REEMarkable Real Estate Series** is that it is a "first-person" agent education program. Every facet is designed to get the agent "face-to-face" with the potential home buyer and seller. Then...have the tools and techniques to provide remarkable service! This complements all "second person" (technology-based marketing, CRM, direct mail, internet lead programs) and "third person" (Center of Influence and referral programs) training activities that have become the standard of agent education this past decade. Recognizing that *balancing* these three foundational prospecting methods is the key for all levels of agent education, the **REEMarkable Real Estate Series reinforces the need for "first person" agent education** while coaching the real estate agent to excel faster and more effectively in today's real estate marketplace!

A snapshot look at the **REEMarkable Real Estate Series**:

- This Series includes 6-3-hour sessions totaling 18 classroom hours
- This Series is approved for use in both Nebraska and Iowa for real estate continuing education and broker-approved training as applicable.
- The Nebraska REALTOR Association approves this Series as a substitute for GRI 101.
- Each participating agent who completes all 6 sessions will earn the REE designation (Real Estate Entrepreneur)
- The goal of this Series is to make each participating agent "top of mind" and highly referable by representing their clients and customers through REEMarkable representative strategies!

The REEmarkable Real Estate Series Courses:

1. The Real Estate Entrepreneur (9999T):

This session will share proven, successful mindsets and methods for achieving success in the real estate industry. It will include target-specific strategies...from "motivational" to "how to avoid the mistakes" as a real estate entrepreneur. Both productivity and accountability coaching will be key coaching points for this session. (CAT)

2. Profitable Prospecting (9999T):

This session will target the basic "first-person" lead generation activities available for today's real estate professional. It will include exactly "how to be REEmarkable, both in performance and preference, in every real estate income-generating arena...from FSBOs / Expired, Open House, New Construction, and Targeted Canvassing. (CAT)

3. REEmarkable Buyer Representation (0901R):

This session will study all the best strategies for offering unmatched buyer representation regarding real estate services provided to today's home buyers. It will focus on the buyer's financial buying power, property search, evaluating the property, and more! (CE-R)

4. REEmarkable Seller Representation (0902R):

This session will study all the best strategies for offering unmatched seller representation regarding real estate services provided to today's home sellers. We will create a systematic process for quality seller representation, including but not limited to pricing, marketing, and the entire selling process from listing to close. (CE-R)

5. REEmarkable Risk Reduction (0903R):

This session will detail key points of risk for today's real estate agent. From representation to environmental, to the law, the participating agent will gain a solid foundation to keep them...and their broker out of real estate jail. (CE-R)

6. REEmarkable Document Representation (0904R):

This session will coach proven strategies on "how" to profit from the documents. While most agents learn how just to fill in the blanks...the REEmarkable Agent will learn the specific language and techniques that will make explaining and presenting all the real estate documents a profit center for the agent and the broker! (CE-R)

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