

# 2011 CONTINUING EDUCATION CATALOG

Programs available  
for co-sponsorship with the  
Ohio Association of REALTORS®



Published by the  
Ohio Association of REALTORS®  
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# CO-SPONSORED PROGRAMMING

One of your primary functions is to see that your members have every available opportunity to obtain their necessary continuing education credit, as required by Ohio Law — and what a better way than to offer it to them than right in their own “backyard!” Our goal is to assist you in providing your members with the highest quality continuing education programs possible.

When you co-sponsor courses with OAR, you can be sure that **your attendees will receive the most current, up-to-date information available.** All of our programs are developed by NAR, OAR and/or top-notch educators as specialized subject matter experts. Instructors are of the highest caliber. They have undergone extensive training in our **Instructor Development Program** where they learned various teaching techniques that enable them to present the information to the student in an easy to understand manner.

Please bear in mind that in order to allow sufficient time for promotion and certification, please complete your request at least 10-12 weeks before the program. You can schedule additional programming throughout the year by giving OAR a 10-12 week advance notification. In order for us to guarantee shipment of student materials, we need a final count of participants at least 10 days prior to the course offering.

Now, it's time to tell you how this all works! It's easy and virtually risk free! There is no financial risk involved, with the exception of minimal promotion expenses.

## **OAR Responsibilities**

- promote your program to all 30,000+ members of OAR
- issue a news release to your local news media
- develop the promotional flyer for you
- make arrangements and pay for your instructor
- provide all course outlines and student materials
- certify the program for continuing education credit
- issue continuing education certificates to each student, within 30 days after the program
- send your Local Board/Association 60% of each registration fee after 30 paid registrants

**Note:** All costs associated with the above are the responsibility of OAR.

## **Local Board/Association Responsibilities**

- select the meeting facility (note ADA responsibilities on inside front cover)
- promote the program (we even develop the promotional flyer for you!)
- handle the registrations
- handle the on-site administration
- provide necessary audiovisual equipment
- have a minimum of 20 paid registrants

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

## **It's as easy as 1-2-3!**

- 1.) Select the program(s) you want to offer
- 2.) Return your completed Sponsorship Request Form(s) provided in the back of this material 10-12 weeks before the scheduled program
- 3.) Sit back, relax and let us do the rest!

## CONTINUING EDUCATION REQUIREMENTS

The Ohio Division of Real Estate **does not** accumulate continuing education hours for the individual licensee. They must hold onto their documents until they have the **required** thirty (30) hours of credit. You can bank up to 10-hours of required continuing education credit now for your next reporting period with the exclusion of ethics, core law and civil rights. Each of these three hour courses must be taken within the three year reporting period.

Continuing Education courses are composed of:

3 hours CIVIL RIGHTS  
3 hours CORE LAW  
3 hours ETHICS  
21 hours of approved courses of their choice

NOTE: If a licensee sends in documentation for less than thirty hours, they are returned to that licensee.

Licensees must submit proof of completion to:

The Ohio Division of Real Estate  
77 South High Street, 20th Floor  
Columbus, Ohio 43215-6133  
(614) 466-4100  
[www.com.state.oh.us/real/](http://www.com.state.oh.us/real/)



If you would like additional information on continuing education requirements, licensing information or for the most complete information on educational offerings, please visit the education section of our website at [www.ohiorealtors.org](http://www.ohiorealtors.org).

You can also go to the Professional Development page and click on on-line courses. Take advantage of NAR designation offerings including ABR, ABR electives, the new SFR certification or a number of other on-line partners with hundreds of hours available for appraisal and real estate continuing education credit.

## AMERICANS WITH DISABILITIES ACT

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

For a copy of the ADA Kit developed by the National Association of REALTORS<sup>®</sup>, contact OAR's REALTOR<sup>®</sup> Professional Development Division at 614/228-6675.

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

## GET THE ADVANTAGE!

We've taken it even one step further . . . **now you can offer a "FREE" education course!** With the "**ADVANTAGE Program**" all you have to do is co-sponsor three education programs with 30 or more paid registrants and you get the fourth program absolutely "FREE" of charge. This is our way of letting you and our members know that we understand the expense of quality education and want to help! Or, instead, you might want to consider this as an opportunity to **earn income** for your organization. You could still charge for the program and retain all of the income for your organization.

You may choose from most of the three-hour courses listed in this catalog\*. As with all other programs, you'll get the same high quality education program with all of the great benefits and services that you would normally receive with any other program offering through OAR.

You're probably thinking to yourself, "this sounds too good to be true, what's the catch?" Well, you're right, there is a catch. All courses must be held during the 2011 calendar year — that wasn't so bad, was it?

*\*excludes ethics, civil rights and core law approved courses.*

## SCHEDULING CHECK-LIST

Get a jump on things. By scheduling now, you can let your members know what terrific programs are in store for them in 2011. To schedule courses for co-sponsorship simply follow the check-list below to ensure you have all the information we need to assist you in providing quality programs to your members.

- Determine program(s) -- For "ADVANTAGE" Program select 4 (see above for details and restrictions)
- Determine program date(s)
- Determine program time(s)
- Select instructor(s) (if applicable)
- Determine course location(s)
- Determine check-in time--generally 15-30 minutes prior to the program(s)
- Determine cost to the attendee
- Determine early bird cost (if applicable)
- Determine early bird deadline (if applicable)
- Complete the included Sponsorship Request Form(s) and submit to OAR 10-12 weeks in advance

**Please Note:** *The Ohio Association of REALTORS® reserves the right to adjust or re-assign instructors when needed. Course information may be updated throughout the year to ensure students receive the most current and up-to-date information possible.*

## CORE LAW PROGRAMS

### **A REAL ESTATE AGENTS GUIDE TO ADVERTISING LAWS**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

Dealing with classified advertisements, and reviewing fair housing advertising law is a part of our everyday business. You don't want to bet your real estate license. Discuss Regulation 2, RESPA and Sherman Anti Trust Laws along with all the applicable sections of the revised code. Your final part of this course will be to write an add for a sample property!

Instructor for this course – Joyce Sterling, author, instructor and adjunct professor at Northern Kentucky University.

### **WHAT? NO C.L.U.E.? ... Yet?**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

This core law course covers important information about License Law requirements, consumer expectations and the Client & "Customer" requirements of "Reasonable Skill and Care!" The core topics include: OFAC, Questionable Loan "Schemes", Identity theft, and the emerging homeowners insurance crisis involving Credit Ins. Scoring and property History Reports, (aka: C.L.U.E. reports). The participants will discuss and understand the issues, and learn risk reduction techniques to avoid a disappointing transaction...both for themselves and the consumers they serve. Don't risk working with your clients for 30-60 days, or more, and then not get paid...come and get "CLUE'd" in!

Instructor for this course – Alec Hagerty, ABR, CRB

### **AGENCY DUTIES & CONSUMER ISSUES**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

The objectives of this course are to increase your working knowledge and use of Ohio's Agency Law and to demonstrate risk reduction techniques in using the various aspects of the Law. The format is informal, just like a "town hall" meeting...you ask questions and the instructor and or the group will discuss possible answers. Time flies in this course as we discuss day to day Agency questions and practitioner's dilemmas.

Instructor for this course – Alec Hagerty, ABR, CRB

### **EXCLUSIVE BUYER REPRESENTATION: CREATE LOYALTY!**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

Commit yourself to your buyer client for a more agreeable relationship and a more productive transaction. Create a counseling presentation that will make prospects anxious to work for you.

Instructor for this course – Sheila Bell, ABR, CRS, e-PRO, GRI

## **SECURING YOUR COMMISSION**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

You need to understand agency, license law and how to resolve disputes to secure your commission.

Discussion for this course center around:

- Agency Agreements
- Types of Listings
- Compensation Provision
- Paying Third Parties
- Working With Other Brokers
- License Law Requirements
- Collecting Your Commission

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

## **SURVIVING THE LEGAL PITFALLS OF A CHALLENGING MARKET**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

Don't be caught up in making poor decisions in a challenging market.

This course will discuss short sale issues and selling REO properties, including the required forms, handling offers/contracts, earnest money and the new foreclosure legislation. Also discussed will be marketing issues including inducements/rebates, referral fees, advertising requirements and license law update.

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



## **KEEPING IT LEGAL: SHORT SALES, RESPA & SOCIAL MEDIA**

**Core Law Approved**

***COST: \$39 per student / 3 hrs.***

This course includes information on RESPA including transaction fees and the Home Warranty Interpretive Rule. You will also discuss title issues and cases, short sales/REO issues along with lead based paint regulations.

The last module deals with social media and includes advertising, ethical considerations, license law requirements and compliance.

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

## CIVIL RIGHTS PROGRAMS

### **FAIR HOUSING: RESPONSIBILITIES & AREAS OF CONCERN**

**Civil Rights Approved**

***COST: \$39 per student / 3 hrs.***

Participants will have a “potpourri” of issues and ideas shared with them during this course which will serve to remind them of their Fair Housing obligations and responsibilities. Main areas of concern, including: “Steering and Disparity of Treatment” will be discussed. The new NAR DVD “Fair Housing” will also be shown.

Instructor for this course – Alec Hagerty, ABR, CRB

### **FAIR HOUSING: IT'S GOOD BUSINESS, NOT JUST THE LAW!**

**Civil Rights Approved**

***COST: \$39 per student / 3 hrs.***

Fair housing for the housing industry was established as a means of including all Americans in the American Dream of home ownership. As an important part of the fight against discrimination in housing for more than 40 years, the National Association of REALTORS® members continue to lead the way. Learn how to use the skills called for in fair housing to increase your professional presence in your marketplace.

Instructor for this course – Sheila Bell, ABR, CRS, e-PRO, GRI

## ETHICS PROGRAMS

### **ETHICS: THE MEASURE OF PROFESSIONALISM**

**Ethics Approved**

***COST: \$39 per student / 3 hrs.***

This course satisfies both the NAR Code of Ethics and Canons of Ethics requirements by the Ohio Division of Real Estate and Professional Licensing. Several case studies/scenarios are included, plus disciplinary actions and common provisions of both the Code and the Canons. These common themes include misrepresentation, truth in advertising, written agreements and competence in practice.

Instructor for this course – Alec Hagerty, ABR, CRB; Brad Knapp, ABR, CRB

## ELECTIVE PROGRAMS

### **NEGOTIATING TO A WIN-WIN**

***COST: \$39 per student / 3 hrs.***

Negotiating is one of the most important skills for a salesperson. Learn how to improve your negotiating skills to close more deals, better communicate with your clients and your colleagues and reduce your stress. Turn improved negotiating skills into a money-maker.

Instructor for this course – Sheila Bell, ABR, CRS, e-PRO, GRI



### **SHORT SALE RISKS TO THE LICENSEE**

***COST: \$39 per student / 3 hrs.***

"HAMP, HAFA, & HARP" - Government and Financial Industry's "Solutions" to massive mortgage defaulting are creating new business and risk concerns for Licensees. Participants in this course will review current programs, scams and risk reduction pointers to navigate successfully through this difficult market.

Instructor for this course – Alec Hagerty, ABR, CRB

### **DISABILITY: THE LARGEST MINORITY SUBGROUP**

**Civil Rights Approved**

***COST: \$39 per student / 3 hrs.***

Discover the effective methods in dealing with people with disabilities. As the largest of the protected classes, people with disabilities represent an opportunity and are in need of appropriate representation. Once you demonstrate the skill needed and the lack of "nervousness" others lack, you will promote yourself to referral royalty.

Instructor for this course – Sheila Bell, ABR, CRS, e-PRO, GRI

### **DIVERSITY: A BUSINESS OPPORTUNITY**

**Civil Rights Approved**

***COST: \$39 per student / 3 hrs.***

Diversity provides the REALTOR® an opportunity to provide an expanding perspective on local and national markets. The long-term outcome is more people receiving better service and, therefore, bottom-line benefit to the real estate industry. Develop the skill to identify diversity in need of your services and you will become a real estate powerhouse.

Instructor for this course – Sheila Bell, ABR, CRS, e-PRO, GRI

**RADON & MOLD – DON'T HAVE TO BE (DEAL) KILLERS!**

***COST: \$39 per student / 3 hrs.***

Radon...one of the most misunderstood major health hazards, by both Licensees and the public. Participants in this course will be able to better define Radon, understand both short and long term tests, remediation costs and how to avoid saying and doing inappropriate things, while helping their consumer client make an informed decision about Radon's many issues. Mold is another topic of concern due to the rising number of lawsuits. Licensees will better understand the various issues of Molds, what they can and shouldn't say to avoid trouble in the real estate transaction and how to pro-actively better inform their clients.

Instructor for this course – Alec Hagerty, ABR, CRB

**RISK REDUCTION ISSUES**

***COST: \$39 per student / 3 hrs.***

Participants will be updated on recent interesting court cases and practices that affect their business and their clients. This course will make them aware of what their behaviors should be when faced with these issues. Issues covered will include the following: Negligence, Misrepresentation, Environmental, Compensation, Showings, Client Relationship Responsibilities and much more. Participants will be able to share their own knowledge, experience and questions to enhance the course.

Instructor for this course – Alec Hagerty, ABR, CRB

**IS THAT YOUR FINAL ANSWER? – A NEGOTIATION COURSE**

***COST: \$39 per student / 3 hrs.***

Participants will be introduced to powerful persuasion rules. They will understand the importance of reading and interpreting personality "mind-sets," and the techniques necessary to successfully negotiate profitably. To embrace and practice the "win-win" approach, to gain rapport, and come to a mutually beneficial conclusion for the parties.

Instructor for this course – Alec Hagerty, ABR, CRB

# Sponsorship Request Form

Local Association: \_\_\_\_\_

Association EO/Secretary: \_\_\_\_\_

Person who will be responsible for receiving registrations:

*(If different than above):* \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Title of Program: \_\_\_\_\_

Instructor Preference: \_\_\_\_\_

Proposed Date: \_\_\_\_\_

Start Time: \_\_\_\_\_ a.m. or p.m. Check in Time: \_\_\_\_\_

End Time: \_\_\_\_\_ a.m. or p.m. *(allow for 10 min. break)*

Course Location: \_\_\_\_\_

Location Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Early bird Discount Deadline Date *(if applicable)*: \_\_\_\_\_

Early bird Tuition: \$ \_\_\_\_\_ Regular Tuition: \$ \_\_\_\_\_

Deposit required: \$ 50 per course

Payment amount: \_\_\_\_\_

Check #: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

*(Visa, MC, Discover Only)*

**Please return this completed form to:  
Tim Lockwood, Vice President  
OAR's Professional Development Group  
Fax (614) 241-2848**