



ARIZONA ASSOCIATION OF REALTORS®  
REALTOR® INSTITUTE  
MODULE COURSE DESCRIPTIONS

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

## REQUIRED CLASSES

**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 (no c/e)** 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. Your learning style and computer equipment should be a factor when determining if you want to take an online class. While it is not necessary that you be a computer expert to succeed in online learning courses, it is important to have a certain level of technical skill and comfort. You may want to try online education if:

- You have good time management skills.
- You like to work independently.
- You like to try new things.
- You can follow written directions.

**\*To register** for the online class, go to: [www.learninglibrary.com/aaor](http://www.learninglibrary.com/aaor)

**101 – Selling & Marketing Strategies (11-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**

**201 - Understanding Transaction Financing (11-general/3-real estate legal issues)** A two-day **\*REQUIRED** module focusing on the roles of lending institutions, describing some advantages and disadvantages of the available loan products on the market, & suggesting some possible options to discuss with the lender.

**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.

**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.

**204 – Risk Management (3-commissioners standards/6 legal issues/5 disclosure) \* 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

**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.**

### **300 SERIES ELECTIVES**

**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.

**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.

**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.

**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.

**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.**

**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.

**316 - Mentoring and Coaching Associates in Real Estate (no c/e)** 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.



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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.

**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. **You will receive two elective credits for this class.**

**319: Tax Deferred (1031) Exchanges & Residential Real Estate Investors (3-legal issues/3-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.

**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.

**\*REQUIRED**

**\*\*COURSE ALTERNATIVE:** If you have been in real estate for three years or more OR had a production of 36 closed transaction sides, you are eligible to take a one- or two-day 300 series elective in lieu of the GRI 100 and/or two days of the 300 elective series in lieu of GRI 101 in addition to the required two electives. Fill out the application form found on [aaronline.com](http://aaronline.com) and receive approval from AAR **prior to taking the course** and send it to Sam Takach, Arizona Association of REALTORS®, 255 E. Osborn, #200, Phoenix, AZ 85012 or fax to 602-351-2474.