



ARIZONA ASSOCIATION OF REALTORS®
REALTOR® INSTITUTE
MODULE COURSE DESCRIPTIONS

100 - Business Planning (6-general ADRE #3678): 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.

101 - Business Development (11-general/3-disclosure #3679): A two-day **REQUIRED** module focusing on the skills and techniques for your business development such as time management, farming, listing presentations, handling objections, transaction follow-through and much more.

201 - Practical Residential Financing (11-general/3-real estate legal issues #1936):

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.

202 - The Contract Class (5-contract law/3-agency law/3-real estate legal issues/3-disclosure #1937): A two-day **REQUIRED** module that provides a comprehensive and detailed review of the AAR Residential Contract, together with other standard forms developed by AAR. There will also be a number of “risk management” techniques while increasing their understanding of contract law.

203 - The Agency Course (3-contract law/5-agency law/3-real estate legal issues/3-disclosure #2885): A two-day **REQUIRED** module that is designed to clarify most of the confusion surrounding agency law in this practical approach for today’s professional.

306 - Listing/Marketing New Home Developments (6-general #1943): A one-day **ELECTIVE** module focusing on the servicing the buyer of new homes, including steps to better builder relations.

307 - Multi-Cultural Marketing (6-fair housing law #4118): 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.

308 - Safe Real Estate (Code of Ethics/Procuring Cause) - (6-Commissioners Standards/5-real estate legal issues/3-disclosure #1258): A two-day **REQUIRED*** module focusing on the obligations of the Code of Ethics; a study of related Standards of Practice and Case Interpretations; 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.

309 - Assistants - (3-real estate legal issues/3-Commissioners Standards #3244): 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 #3498): 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 #3913): A one-day **ELECTIVE** module designed to help you develop true consumer professionalism. The objective is to: identify various consumer demands and expectations; obtain a better understanding of consumer attitude and how to effectively help & educate the consumer in the real estate transaction process; achieve consumer satisfaction and problem solving utilizing four critical communication skills.

313 - Entry Level Internet (6-general #5096): A one-day **ELECTIVE** module aimed at basic professionals. Students will find out the secret features of many products they own; how digital marketing can reduce time to advertise properties; polish email skills; learn how to reduce marketing costs to zero with online marketing tools; learn how to create online communities for buyers/sellers; and find out how to communicate faster with attachments and advanced chat skills.

314 - Technology Strategies for the New Marketplace (14-general #C5840): 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: using your palm and why you need it; how to make great powerpoint presentations; the steps to using your digital camera; creating presentations for the digital marketing. One full day on promoting and marketing your website-what you should use such as a template site or a custom site, driving traffic to your site, how to develop a follow-up program so you don’t lose the consumer, and learning to develop your niche & brand. **You will receive two elective credits for this class.**

315 - Effective Negotiating, Communicating and Consulting (6-general #C5928): 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.

* **REQUIRED** based on your first module start date