



GRADUATE,
REALTOR®
INSTITUTE

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 ONLINE (no c/e) of Module 100 is available. ***To register** for the online class, go to: 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) A two-day ***REQUIRED** 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 – Fair Housing & Diversity (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.

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

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.**

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 CLASSES:** All required classes (in addition to two electives) must be taken in order to fulfill the GRI requirements.

****COURSE ALTERNATIVE:** If you have been in real estate for three years or more OR had a production of 36 closed transactions, you are eligible to take a 300 series elective class in lieu of the GRI 100 and/or GRI 101 (in addition to the required two electives). Fill out the request form found on AZGRI.com and fax or email it back to Sam Takach (SamTakach@aaronline.com or 602-351-2474). Approval from AAR must be received a **prior to taking the course.**