

Give Your Career a Boost!



Dear Real Estate Professional:

Washington REALTORS® Education Program is dedicated to providing quality education to enhance the careers of real estate professionals. We are confident that it's not possible to attend too many courses or to be over informed regarding your business. Furthermore, when you elevate your professional knowledge, you elevate our profession overall. For these reasons, we offer a great variety of informative courses, both live and online. In addition, we offer master classes, particularly renowned designations that you cannot obtain anywhere else.

To give your career a boost, take as many of these offerings as possible. You can use this form to track your success.

- GRI Graduate REALTOR® Institute, NAR's most popular
- ABR Accredited Buyer Representative, NAR's second most popular
- SRES Senior Real Estate Specialist, a relevant NAR designation
- ASR Accredited Seller Representative, an important non-NAR designation
- CIPS Certified International Property Specialist, focusing on a growing market
- CRB Certified Real Estate Brokerage Manager, a premier NAR designation for brokers
- CRS Council of Residential Specialists (www.crs.com)

Statistics prove that when you invest in yourself, earning these designations, that you will earn more money and have a more satisfying, successful career. A recent state poll indicated that 96% of those who have a designation say that it has helped them in their career.

In October, WR Education offers a two day education conference (ED CON) that allows you to earn 15 clock hours, visit a sold out tradeshow, and network with 1200 real estate professionals from throughout the state. It is about as much fun as you can have getting smart.

Learn more about these classes and dozens of other offerings, at our website: www.warealtor.org/education or by calling 800.748.7053.

Thank you for considering a course from WR Education. We appreciate your support.

Sincerely,

Becky Anderson
VP of Education

Tonya Deskins
Director of Education

GRI – The Professional Edge

Set yourself apart. GRI is the #1 N.A.R designation, so earn the designation that makes a difference and increases your income.



- ❖ The data from a 2005 Member Survey shows that REALTORS® without any NAR designation earned a median income of \$40,900, while those with a designation earned an income of \$82,900.

In today's competitive business environment you need more than just motivation and initiative to succeed. You need the advantage of the education you receive from the GRI program.



The **Graduate REALTORS® Institute (GRI)** designation indicates to buyers, sellers and other real estate industry professionals that you have made the commitment to provide a high level of professional service to your clients by securing a strong educational foundation.

The REALTORS® Institute is more than twenty-five years old and has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for

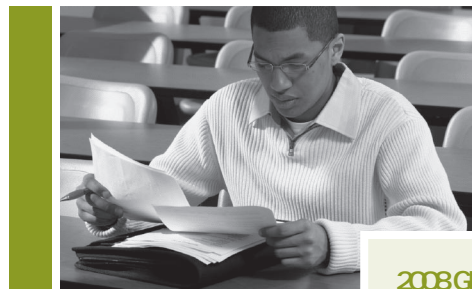
attracting and building new business.

How To Earn Your GRI Designation:

Across the country, REALTORS® are giving their careers a profitable boost by earning their GRI designation.

You can earn the GRI designation by completing the REALTOR® Institute program, developed for members of the NATIONAL ASSOCIATION OF REALTORS® and offered through State REALTOR® Associations. The curriculum is made up of 90 hours of coursework and includes specific information and issues important in your state. Our program is taught by popular instructors from our own state. You can take the GRI 100, GRI 200 & GRI 300 in any order, but must complete the program within 5 years.

GRI after your name indicates an increased level of skill and professionalism to your clients and colleagues. So, separate yourself from the competition – become a GRI!



GRI is the #1 N.A.R. designation.

2008 GRI

Upcoming Dates & Locations:

GRI 100 (may also be challenged)

February 12-15	Renton
April 8-11	Shelton
June 17-20	Bellingham
August 19-22	Yakima
October 28-31	Kirkland
December 9-12	Tacoma

GRI 200

Jan. 29 - Feb. 1	Vancouver
March 17-20	Mt. Vernon
July 14-17	Tacoma
October 20-23	Kennewick

GRI 300

February 25-28	Silverdale
April 29 - May 2	Kirkland
Sept. 29 - Oct. 2	Spokane
November 17-20	Tacoma

Note: Dates & locations subject to change.

*Set yourself apart.
Earn the designation
that makes a difference and
increases your income.*



Chapter Membership

Do you hold the prestigious GRI designation? Would you like to receive referrals from other GRI's? If so, join the New GRI Chapter and become a charter member today! The REALTORS® Institute is more than twenty-five years old and has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for attracting and building new business. Membership is open to anyone who is a member in good standing of Washington Realtors® and NAR, and who has earned the GRI designation. Membership dues are only \$25 per year. New Memberships are accepted throughout the year.

Membership Incentives Include:

- ❖ \$10 off of ED.CON
- ❖ A roster of members emailed each quarter (updated quarterly)
- ❖ GRI 100, 200 & 300 are \$59 per class for members

*Plus new incentives are added frequently!

For more information or to apply today, call 1.800.748.7053 and/or go to www.warealtor.org/education/GRI.asp



National research indicates that those with designations will earn twice as much in a given year as those without one.

The **Accredited Buyer Representative (ABR)** designation is the benchmark of excellence in buyer representation. This coveted designation is awarded by the Real Estate BUYER'S AGENT Council (REBAC), an affiliate of the National Association of REALTORS, to real estate practitioners who meet specified educational and practical experience criteria. In addition, membership in REBAC includes many benefits to help your business grow by keep you up-to-date and networked, with new enhancements added each year.



Thanks to the Agency Reform of 1997, you will be representing buyers in more of your transactions. Therefore, now is the time to set yourself apart from other real estate licensees. Start today to become recognized as a true professional in the area of buyer representation. Earn this nationally recognized designation for buyer's representatives.

Unlike other offerings in this state, this nationally designed course has been customized by our in-state instructors to provide state specific information.

ABR Designation Requirements – Four (4) requirements must be met to attain and use the ABR designation:

1. Successful completion of the two-day 15 clock hour ABR® Designation Course, including an 80% passing grade on the exam.
2. Successful completion of one approved 7.5 clock hour elective course, including an 80% passing grade on the exam.
3. Documentation verifying five (5) completed transactions in which you acted solely as a buyer representative.
4. Membership in good standing in REBAC and N.A.R.
5. You will have three (3) years to complete the ABR designation requirements.

2008 ABR & ABR Electives

Upcoming Dates & Locations*:

ABR Courses

February 6-7	Kirkland
April 2-3	Spokane
May 5-6	Bellevue
May 28-29	Kennewick
June 11-12	Olympia
July 9-10	Yakima
August 13-14	Vancouver
September 17-18	Renton
October 15-16	Silverdale
October 27-28	Bellevue
December 3-4	Mt. Vernon

ABR Electives

Harness the Power	February 8
Foreclosure Opportunities	April 4
E-Buyer	May 7
Foreclosure Opportunities	May 30
E-Buyer	June 13
Innovative Marketing	July 11
Innovative Marketing	August 15
Foreclosure Opportunities	September 19
Harness the Power	October 17
Innovative Marketing	October 29
Foreclosure Opportunities	December 5

*Locations for electives are the same as for ABR courses.

Note: Dates & locations subject to change.



Be a Specialist in the Fastest Growing Segment of the Real Estate Market!

The vast majority of seniors are homeowners. AARP estimates that of the 83% of seniors who own their homes, nearly three million of them will change residences in the next two years. These prospective clients need someone who can advise them on the best way to maximize their equity and plan for the future. To help REALTORS® meet the specialized needs of seniors, the founder of the Senior Advantage Real Estate Council® (SAREC®) spent 10 years developing this NAR designation. Earn the trust and business of this untapped market segment with the national SRES® designation. Key benefits of earning the SRES® designation include:



- ❖ Placement on the website for viewing access by potential clients and referrals across the United States and Canada.
- ❖ Ongoing education featuring regular updates on senior-related issues regarding developments in financial matters, legal issues and trends in senior housing.
- ❖ Customizable advertisement templates designed by a professional agency to be used in local publications and newspapers.
- ❖ Marketing tools, such as brochures and postcards, that can be used with prospective clients.

SRES® Designation Requirements – Three (3) requirements must be met to attain and use the SRES® designation:

1. Agent must be a REALTOR®.
2. Agent must be in good standing with his/her local board or association of REALTORS®.
3. Agent must complete the two-day 12.0 clock hour SRES® training program and successfully pass the final exam.
4. First year membership is included in course fee. Thereafter, it is \$99.00 per year.

2008 SRES
Upcoming Dates & Locations

Jan. 31 - Feb. 1	Kirkland
March 13-14	Yakima
May 5-6	Tacoma
June 5-6	Wenatchee
Aug. 7-8	Olympia
Oct. 23-24	Spokane

Note: Dates & locations subject to change.

The **Accredited Seller Representative®** designation (ASR®) program provides practical applications, directions and guidance in dealing with today's changing and increasingly more knowledgeable home seller. After the course you will feel much more confident about your abilities to represent your sellers with a professional edge.



The Accredited Seller Representative® designation (a non-NAR designation) will be awarded to a student upon the successful completion of the twelve hour in-class ASR® course; certification of 5 closed transactions where the ASR® candidate has represented the seller; and three letters of favorable recommendation from past seller clients. Upon receipt of these items, the designation will be deemed to have been earned. The designee will receive from ASR® a certificate; an ASR® lapel pin along with a free one year membership in the Accredited Seller Agency Council; and, a two year license to use the ASR® logo. Membership dues are \$99.00 per year.

The topics for the course include:

- ❖ Preparing for the listing appointment
- ❖ Preparing an in-depth market analysis
- ❖ Effectively pricing and positioning the property for marketing
- ❖ Defect resolution issues
- ❖ Winning negotiating strategies
- ❖ Property disclosure and contract provisions to protect the seller
- ❖ Building a sellable business by becoming a "Market Area Specialist"

2008 ASR
Upcoming Dates & Locations

Feb. 14-15	Mt. Vernon
May 8-9	Spokane
Sept. 11-12	Olympia
Nov. 6-7	Kirkland

Note: Dates & locations subject to change.



The CRB designation (**Certified Real Estate Brokerage Manager**) is one of the most respected and relevant designations offered in real estate business management. The CRB community spans nearly 7,000 members worldwide. Through the Council's leading-edge education and resources, members are among the most efficient, effective and profitable managers in the country.



**COUNCIL OF REAL ESTATE
BROKERAGE MANAGERS**

The Certified Real Estate Brokerage Manager (CRB) designation is recognized industry-wide as the measure of success in brokerage and real estate business management. The designation is awarded by the Council of Real Estate Brokerage Managers to REALTORS® who have completed the Council's advanced educational and professional requirements. CRB designees consistently increase their level of industry knowledge, advance their earning and career potential, increase their firm's profitability and benefit from active involvement in our network of real estate professionals. The CRB Designation Program has recently been revised and now provides credit for management experience, higher education and previously earned NAR designations. Additional credits can be earned through the Council's management education programs delivered live or by self-study on CD-ROM.

Upcoming Dates and Locations:

April 14-15, 2008	Analyzing Your Company for Profit	SeaTac
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The Analyzing Your Company for Profit course uses case studies of current real estate brokerage companies for practical understanding of the relationship between Gross Commission Income, Variable Expenses, Fixed Expenses, and Profit. Learn how to identify profit problems and create solutions through exercises, brainstorming and discussion. This course studies the standard maximum percentages for differently structured companies that brokerage owners should heed when spending money on different line item expenses. Go home from this course with new energy, a new understanding of income and expenses, and new ideas on how to run a company more profitably. ***This class is co-sponsored by your local CRB Chapter.***

For more information or to register for classes, call 1-800-748-7053 and/or visit our website at www.warealtor.org.

Professional Training So Powerful, It'll Keep Your Competition Up at Night!

The **Performance Management Network** is a new Women's Council of Realtors® (WCR) designation that's built from the ground up to bring you real-world skills, the know-how and the tools that will keep your business out front and on top of a lightning-fast market.



The Performance Management Network's suite of professional performance training courses is taught by recognized experts who dig deep into the hot topics that are driving the marketplace and shaping your business:

- ❖ Negotiating strategies and tactics
- ❖ Networking and referrals
- ❖ Business planning and systems
- ❖ Personal performance management
- ❖ Cultural differences in buying and selling

Why Earn the Performance Management Network Designation?

Your customers are more savvy and more demanding. There's more and more information, but less time to process it. And, the competition is more fierce and faster than ever. By becoming a PMN Designee, you'll be able to show your clients that you are committed to ongoing education and professional excellence. And, you'll show your colleagues that you understand and value the importance of a powerful network of business connections.

PMN Designation Requirements – Three (3) requirements must be met to attain and use the PMN designation:

1. Must be a REALTOR®, REALTOR-Associate® or Association Executive.
2. Successfully complete at least three Performance Management Network courses.
3. Submit documented evidence of closed referral transactions (sales) within the past 24 months totaling 30 points.

2008 PMN

Upcoming Dates & Locations

February 8 (ABR Elective)	Harnessing the Power
February 28 (GRI 300)	At Home with Diversity
March 20	At Home with Diversity
May 1 (GRI 300)	At Home with Diversity
October 2 (GRI 300)	At Home with Diversity
October 17 (ABR Elective)	Harnessing the Power

Note: Dates & locations subject to change.



Online Renewal Packages

Washington 60Hour First-Time Renewal Package

Huge Savings of over \$400.00!

- ❖ Includes required courses (Washington Real Estate Practices & Core Curriculum)
- ❖ Other courses included are: Environmental Hazards, Fair Housing, NAR-Code of Ethics, Asset Management, Appraisal Basics, Real Estate Finance, Closing and Settlement Costs, & Contracts, Purchase and Sale Agreements.
- ❖ Satisfies all 60 hours for first time renewals.



Washington 30Hour Renewal Package - Huge Savings of over \$400.00!

- ❖ Includes required course (Core Curriculum: Current Issues)
- ❖ Other courses included are: Environmental Hazards, Fair Housing, NAR-Code of Ethics, Asset Management, Appraisal Basics, Real Estate Finance, Closing and Settlement Costs, & Contracts, Purchase and Sale Agreements.
- ❖ Satisfies all 30 hours for all renewals after first renewals.

Washington 33Hour Renewal Package

Renewing for the First Time? Only need Washington Real Estate Practices and Core Curriculum? A new package was created just for you! The Washington REALTORS® are now offering a 33 hour package that includes your two mandatory courses for first time renewal. For first time renewal, the Department of Licensing requires that you take a 30 hour WA Real Estate Practices course and a 3 hour Core Curriculum course.

Go to www.warealtor.org/education under 'online classes' for current class prices and to register for the 60 or 30 hour packages. If you have any questions, please contact Washington REALTORS® Education at 1.800.748.7053.

Audio Education

Washington REALTORS® in association with The Lones Group is proud to announce the launch of its Audio Education program. We now offer Audio Education so you can earn clock hours while driving in your car, in your office, or relaxing in your own private setting. The Audio Education classes that are currently available are:

Making Sense of Buyer Agency Contracts - 3.0 Clock Hours - Instructor: Pili Meyer

Many brokers and agents are still afraid of buyer agency contracts. This fast paced, informative session gives brokers and agents the tools they need to use buyer agency contracts successfully and confidently.

Practical Aphorisms for Avoiding Attorneys & Other Horrors - 4.0 Clock Hours - Instructor: Doug Tingvall

This is a course in practice pointers to reduce risk. Students will learn what gets an attorney's attention and how to create the right relationship under the circumstances. Students will also review the importance of documenting the transaction, learn when and how to use standards forms, and learn techniques to shift risks through disclosures and contingencies.

*More Audio Education
on the next page.*

The Agent of Tomorrow..What top agents do to succeed! - 4.0 Clock Hours - Instructor: Denise Lones

The agent of tomorrow needs to be an expert in areas like marketing, technology, systems, consistency, presentations, client care, niche market opportunities and business management. This class will show you cutting-edge ideas and systems to help you be a master in each of these arenas.

Baby Boomers Bootcamp - 3.0 Clock Hours - Instructor: Denise Lones

This class will clearly show why the baby boomer client is the most important client of the future. This class will show today's agent what motivates the baby boomer and what type of housing needs they have and why. The class will also cover the history of what has made the baby boomer so in favor of investing in real estate.

The World's Greatest Sales Techniques - 4.0 Clock Hours - Instructor: JJ Johnston

Learn the keys to selling anyone. Review the 4 customer personality types in real estate and gain actual closing techniques for each one. Understand the 10 critical questions to ask every buyer or at open houses, plus 5 new demonstration/showing skills to successfully sell any home. Learn the 6 essential "contacts of value" required by every customer, and hear the 10 absolutely most important sales and marketing tips.

Best of the Legal Hotline - 4.0 Clock Hours - Instructor: Annie Fitzsimmons

The Best of the Legal Hotline is a fun, interactive course designed to address YOUR questions and concerns from your real estate practice. You will receive pointers and tips that you can apply immediately to your practice to reduce your own liability and to improve the quality and success of the transactions you put together.

Please phone 360.527.8904 to have your audio education delivered to you. New classes are added monthly. Please check our website for new additions and full course descriptions.

Broker Online Courses Available Now!

Trying to get your brokers license? Wish you could take broker classes in the convenience of your home or office? Now you can get your 120 hours of broker classes through your state association online at www.warealtor.org. Courses available now are Business Management; Real Estate Law; Brokerage Management; and a pre-selected elective, Real Estate Principles. Get a great price on a package deal for the entire 120 hours and save \$247.00! **Register now** at www.warealtor.org, or for more information call 1.800.748.7053.

CIPS - International Real Estate for Local Markets

All real estate is local but your clients are not – tap into immigrant home buyers or foreign commercial investors. Global influences have transformed your local market into something bigger, more complex. Your next client could come from around the block or around the world. Real estate professionals who target and welcome these customers will experience tremendous growth in their business. This 15.0 clock-hour class can be taken by going to www.warealtor.org.





Accredited Land Consultant Online Courses

The REALTORS® Land Institute (RLI) is an affiliate of the over million-member National Association of REALTORS®. It is the only branch of the REALTOR® family focused on land brokerage transactions of five specialized types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional and development land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels.

Buyers and sellers in today's complex land real estate market need professionals who provide up-to-date knowledge, a variety of real estate services, and ethical real estate practices. In short, they're looking for real estate professionals who hold the esteemed Accredited Land Consultant (ALC) designation. ALC's are a part of the largest trade organization in the world and of the premiere land real estate organization, the REALTORS® Land Institute, that has been serving the nation's land real estate professionals and their clients for over 50 years. To earn the designation, you must successfully complete 120 credits of RLI-approved courses, including the three required courses: Land 101, Land Investment Analysis and Tax Deferred 1031 Exchanges. (Go to www.riland.com for additional designation requirements.)

Go to www.warealtor.org to register for these ALC Designation courses:

Land 101: Fundamentals of Land Brokerage

In this introduction to the specialty, students learn the basics of land brokerage, such as: the various types of land; the land brokerage process; the importance of the 1031 tax-deferred exchange and how to sue it; how to determine market value; what property rights and restrictions are involved; subdivisions and assemblage. The environmental and regulatory issues that land brokers must know and be ready to deal with are also stressed.

Upcoming Dates and Locations:	April 22-23	Mount Vernon
	June 17-18	Yakima

Agricultural Land Brokerage and Marketing

Agricultural investment land in the United States is an estimated trillion-dollar market. To help students tap it, this in-depth course will explain: market forces that impact the value of agricultural land; importance of soils and how they determine the highest and best use of the land; why land is an investment that attracts investors from around the world; how to analyze income potential and estimate probable selling prices and costs; and how to market properties through online, print and electronic media, and RLI marketing sessions.

Upcoming Dates and Locations:	April 24-25	Mount Vernon
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Transitional Land

Land in transition is everywhere: agricultural land is being converted into recreational uses and urban brownfields into commercial and residential uses, just to name a few. This course helps land professionals analyze options and determine the optimum use of a property by learning about financial aspects; physical considerations; and governmental, legal and 3 economic factors that impact land in transition. Upon completion of the course, students will be able to package transitional land for sale and develop a plan that addresses market segmentation, seller counseling and property marketing.

Upcoming Dates and Locations:	June 19-20	Yakima
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