



Course Catalog

Real Estate Academy for Learning, LLC

7300 State Highway 121, Suite 300
McKinney, TX 75070

www.RealX2Rocks.com

About REAL

Our educational workshops are affordable, instructor led and highly interactive learning experiences. Courses are designed to promote insightful learning opportunities for and from each participant in a supportive environment.

We offer highly interactive traditional instructor led workshops, virtual classroom settings, and laboratory learning practicums designed to give participants supervised practical application of learning concepts. Choose from various courses developed with your needs in mind, or we can create customized content and delivery to meet your specific needs.

REAL workshop sessions are taught by subject matter experts with more than 60 years combined financial services and real estate experience.



"You have opened my eyes and created the drive in me to get this going!" - Jeff R.

Real Estate Academy for Learning, LLC is a Texas Real Estate Commission (TREC) approved provider. Provider #10422.

TREC Approved Courses

Becoming a Trusted Advisor

TREC Course #47532

Time: 1 hour CE

Becoming a Trusted Advisor training teaches participants how to effectively communicate, collaborate, and cultivate life-long relationships with their clients. The one hour workshop is an exploration of the traits of a Trusted Advisor utilizing the ADVICE Model. During the interactive and hands-on training workshop, participants will assess their current skills against the ADVICE Module, determine skills they can leverage and where they need to build skills.

Developing a Business Plan

TREC Course #47533

Time: 2 hours CE

Creating a business plan is a key part of starting or maintaining an effective real estate business. Even if you don't plan to pursue investors and raising capital, beginning with a plan can be vital for helping you ask and think through essential questions about your business. By the end of this session you should be able to create a plan that works for your business that integrates your vision, mission, core values, a realistic assessment of current factors, and where you want to be in a certain timeframe.

Creating a Vision...Board

TREC Course #46190

Time: 1 hour CE

Having a clear vision for your business is vital to your success. It's important to keep your mind focused on your goals, to be intentional, and to keep yourself headed in the direction you choose. A vision board can help with this? Join us as we discuss business planning, work-life balance and create a vision board. Note: This is a 2-hour course with 1-hour of CE.

Helping Distressed Sellers

TREC Course #45037

Time: 1 hour CE

This workshop provides participants with tips to use when helping distressed sellers. The one-hour course focuses on helping sellers who need to sell their home or other property in an urgent manner. It focuses on developing trust with this group of sellers, managing the emotional and resistance dynamic that is often present with this type of transaction, and explores options to help your clients.

Mastering Multi-Generational Dynamics

TREC Course #45662

Time: 1 hour CE

Today's workplace can host as many as five generations. Having people who were born between the 1920's and the 1990's work together creates the potential for creativity and innovation, but also the potential for misunderstanding and conflict. This one-hour course explores the dynamics of a multi-generational workplace. Key concepts include how to adapt communication styles and leverage generational differences.

"Thank you! The training you provided was just what I needed to take my business to the next level"
- Jessica B.

Problem Solving Savvy

TREC Course #47535

Time: 1 hour CE

There are typically two reasons why we see a problem as a problem, (1) it must be solved or (2) we are unclear about the best solution. To complicate matters, there may be dynamics or conflicts embedded in a problem, especially when people are involved. Key concepts and learning goals for this one-hour workshop include focusing on simplifying the problem into manageable components, reframing as an opportunity, brainstorming and solution planning, and how to engage your network in solving problems.

Running a Successful REO Business

TREC Course #45035

Time: 1 hour CE

The REO market is one of the most dynamic components of real estate. This one-hour workshop provides an overview of the REO process, an update of REO from an historical, current and emerging REO environment. Participants will be provided an overview of REO basics, systems, process, workflow, marketing and sales, the contracting and closing processes. We'll also discuss how to obtain and successfully maintain a relationship with an REO corporate seller.

Staying Safe-How to Take Care of Yourself

TREC Course #46776

Time: 1 hour CE

During this one-hour workshop, participants will be provided with a strategy and contingency plans to maximize safety in all phases of their day, especially while showing properties and hosting open houses. Key learning goals include: Following your instincts, developing a public and private meeting policy, social media savvy that will keep you safe, planning your exit during unsafe situations, and how to handle angry or aggressive behavior.

Time Management Skills for Real Estate

TREC Course #47536

Time: 1 hour CE

Failing to manage your time can impact effectiveness and cause stress. It can be a competitive advantage or an impact to you, your work life balance and the service you are able to provide to your clients. This one-hour workshop will have you on the road to effectively managing your time, your day, and getting things done. Topics covered include: effective time planning, managing deadlines and projects, managing meetings and appointments, Delegating, emails and phone calls, and saying o.

Why Fair Housing Matters

TREC Course #45036

Time: 2 hour CE

This two-hour workshop takes you beyond fair housing legal descriptions and regulations. The hands-on workshop explores the importance of fair housing on families and neighborhoods through case studies based on observations and actual complaints. In addition, participants will be provided with an overview of fair housing laws and requirements that impact you and your business.



Other Real Estate Courses

From Notary to Signing Agent

Time: 4 hours

The training you NEED to get started in your own Signing Agent business. This four-hour workshop takes you beyond being a Notary to being a Signing Agent. The hands-on workshop walks you through the process of obtaining your Notary commission; the importance of obtaining your Signing Agent certification; how to set your business up, how to prepare for the signing appointment; conducting and completing a signing; and marketing, clients, pitfalls, and best practices.

Managing Vendor Relationships

Time: 1 hour

Creating great vendor relationships is vital to developing a team of varied resources and partners that have shared commitment and collaboration. A strong vendor relationship and network will create success for your business, your partners and your clients. This one-hour workshop is centered on concepts and discussions that include: building a strong partner team, communicating with vendor partners, collaboration skills, creating and maintaining trust, utilizing skills and strategies for addressing issues that arise while working with vendor partners.

Networking Lab

Time: 2 hours

Networking is more than making a great first impressions. It's about making a lasting impression and building relationships over time. This two-hour networking practicum gives participants the opportunity to explore the dynamics of non-verbal communication and the most effective way to start a networking connection or join a conversation. Participants will also walk away with a plan on how to effectively follow up after the event is over.

What Every Agent Needs to Know About Buying REO Properties

Time: 1 hour

This one-hour course is designed for real estate agents who work with buyers interested in purchasing an REO property. Learn the ins and outs of the process from a former asset manager. Topics covered include tips on how the process works, how to write a winning offer, and how to manage buyer expectations.

Asset Management Courses

Connecting Through Communication

Time: 1 hour

Connecting through communication is all about listening so that others can communicate and communicating so that others will listen. This one-hour workshop focuses on listening thoughtfully, without judgement or interruption, is also a show of empathy and respect. With stronger relationships come deeper feelings of trust. Through active listening and communication trust is built as a catalyst for connecting with borrowers, understanding their underlying needs, and effectively communicating key messages, decisions and actions that are important to your business.

Helping Distressed Borrowers

Time: 1 hour

This workshop provides participants with tips to use when helping distressed borrowers. The one-hour course is designed for asset managers who are discussing options with borrowers who are in default or foreclosure. It focuses on helping borrowers by managing the emotional and resistance dynamic that is often present with these types of transactions and explores options to communicate with the empathy necessary to help the borrower understand and resonate the current reality, be able to consider options in an objective way and to move forward in the most effective and graceful next.

Empathy Servicing

Time: 1 hour

This one-hour course will discuss creating an empathy mindset and ways to create the ability to have a human interaction with a customer where you would intentionally put yourself in the customer's shoes to understand their issue and find the best possible solution for your customers. This learning will occur through discussion of empathy and through role plays and interactive discussion exercises.

*"The training you provided my team has enabled us to communicate more effectively. Thank you!"
- Michael J.*

Managing Multi Generational Dynamics

Time: 1 hour

Today's households can host as many as four generations. In the default and asset management environment, this can pose challenges as it relates to helping borrowers manage multigenerational needs. This one-hour workshop helps default and asset management professionals understand the various needs to be considered with borrowers who might have needs like caring for young or special needs children and aging parents.



Compliance Before You Need It

Avoiding Common Compliance Issues

Time: 2 hours

This two-hour course is a discussion and case study practicum of common compliance issues. The discussion will be centered around corruption and collusion, employee behavior, managing clients effectively, workplace and client location health and safety, data management, social responsibility, fair housing practices and actions that create reputation risk.



Compliance Basics

Time: 1 hour

Compliance isn't just about managing compliance issues and problems. It's about creating a culture where all employees understand the company's compliance values and are engaged in preventing compliance issues. This one-hour course will provide participants with skills to understand the need to have a sound compliance structure that all members of an organization understand, are engaged in, and understand their role in preventing compliance issues. It is also about the positive impact a robust and ethical compliance program can have on a business or organization. In this course, we will discuss why compliance is important - from the needs facing businesses in highly regulated industries to avoiding fines and penalties and to preventing reputational and economic nightmares.

Information Security Basics

Time: 1 hour

This one-hour training focuses on computer security. From using strong passwords to being aware of email scams to safe internet habits. It also includes security measures both inside and outside of the company premises to prevent social hacking attacks. Another aspect of this training is learning how to handle data outside of the work environment, such as on mobile devices, and how to deal with lost or stolen devices. Information security training shows employees how to make sure that their computer habits and actions won't put the organization at risk.

Privacy Basics 1

Time: 1 hour

Because companies collect information now more than ever before, developing a privacy policy takes on even greater importance. This one-hour course provides an overview of the key elements that a privacy policy should have, as well as industry specific requirements. Participants will also discuss action they can take to avoid privacy violations and the impacts of not complying with privacy laws.

Privacy Basics 2

Time: 1 hour

This one-hour course explores the types of compliance issues in real estate industry and provides definitions and descriptions of Collection of Personal Information, GDPR (General Data Protection Regulation), use of personal information, disclosure of personal information, data retention and data storage.

What Should Happen If Something Happens

Time: 2 hours

This two-hour course is a problem-solving practicum that utilizes and discusses the steps organizations should take to identify, respond to, and escalate possible compliance breaches and compliance failure events. It also discusses and explores assessing and remediations and recording and reporting of possible compliance breaches and failure events. In addition, there will be exploration of ways to create a see something, say something culture and tools to create a reporting process.

Focus on Leadership

Authentic Leadership

Time: 2 hours

Explore the four dimensions of authentic leadership: empathy, stellar communication, organization wellbeing, and leveraging resources. This two-hour workshop will help create a balance between the bottom line and effectively leading and influencing culture.

Building an Effective Team

Time: 1 hour

This one-hour workshop highlights the different "hats" a leader must wear to build an effective team. They must be a Leader, Creative Director, Facilitator, Coach and Member. Building a high performing team involves more than just randomly assembling a group of talented individuals. Participant exercises will include self-reflection and assessment related to the skills important to build a strong successful team. They will also gain insights on ways to break down communication barriers and manage team dynamics that are often at play.

Communication as a Competitive Advantage

Time: 2 hours

Communication as a Competitive Advantage is about connecting with clients, colleagues and other business partners in a way that effectively conveys messages, advice, decisions and actions that are important to your business. Key learning objectives include non-verbal communication dynamics, mastering presentations and public speaking, exploration of cultural communication dynamics and overcoming common communication pitfalls.

Leader as Conflict Manager

Time: 1 hour

Conflict is unavoidable. It is part of living and working with other people. However, conflict can become constructive if we manage it effectively. Unresolved conflict in the workplace can create divisions and stress, which will affect productivity. This one-hour interactive workshop is built on simulations that present real world conflict. The simulations challenge participants to use effective communication, skills for defusing a difficult situation and being able to tell the hard truth in a constructive way.

Leading an Accountable Culture

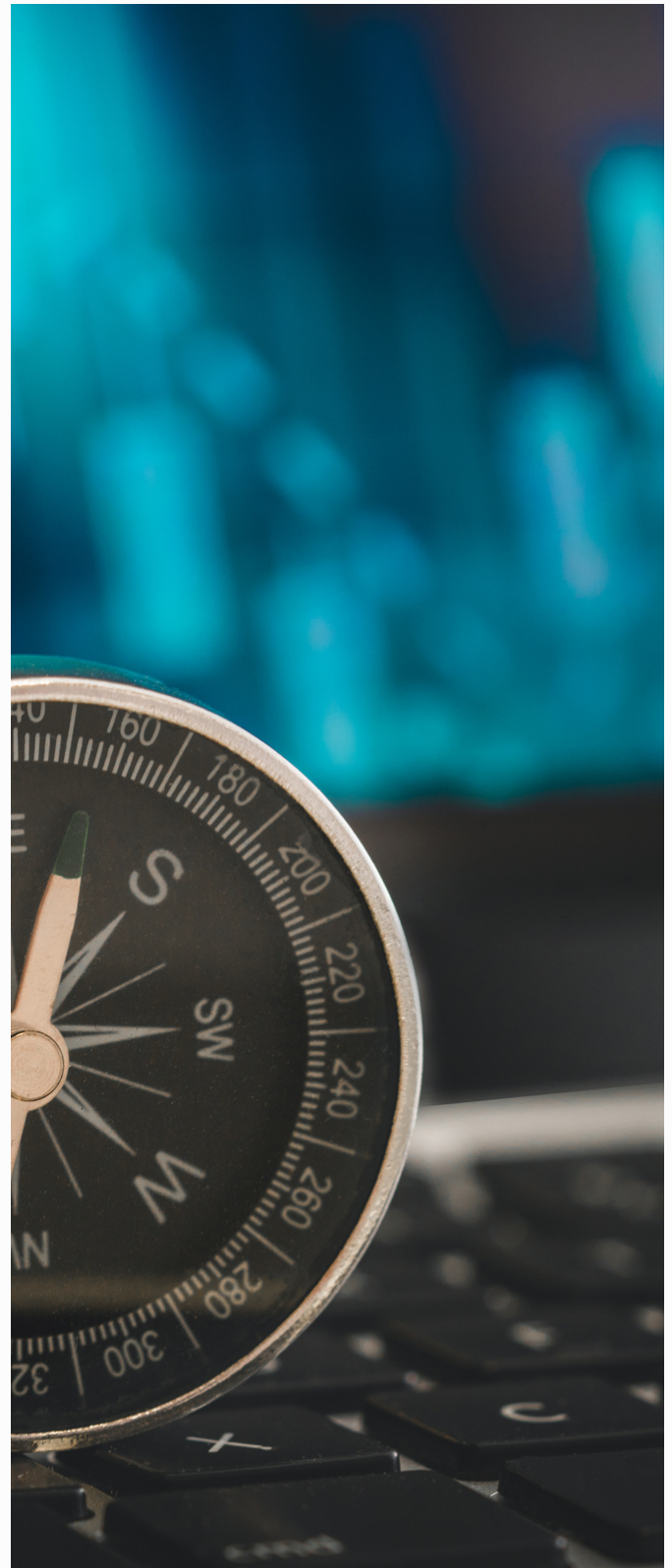
Time: 1 hour

This one-hour workshop is designed to provide leaders with tools and coaching concepts that will encourage individual and team accountability, leading to increased trust and engagement. The coursework introduces skills for creating a safe space to have trusting conversations so that direct report, peers and partners build the comfort necessary to the accountability process. This workshop also explores the impact of accountability on the team and larger organizational culture.

Owning It!

Time: 1 hour

Accountability in the workplace means that all employees are responsible for their actions, behaviors, performance, and decisions. It's also linked to an increase in commitment to work and employee morale, which leads to higher performance. This one-hour workshop explores the definition of accountability, using case studies and group discussion. Participants also discuss the impact of accountability on teams and the organization and how accountability impacts trust in workgroups.



Note: For additional courses on leadership, you might consider courses listed under TREC Approved Courses, as many are focused on leadership.

Inclusion in the Workplace

Beyond Race and Gender

Time: 1 hour

This one-hour training focuses on expanding our thinking when we hear the word diversity. Diversity is both visible and invisible; it includes characteristics we were born with, those we chose and aspire to, and those we achieve. The course explores the dynamics of intersectionality - the interconnected nature of social categorizations and such as race, class, and gender, regarded as creating overlapping and interdependent systems of privilege, disadvantage and discrimination.

Exploring Unconscious Bias

Time: 1 hour

This one-hour facilitated workshop introduces the theory and language in understanding implicit and explicit bias. Using personal reflection, experiential exercises and case studies, participants will gain greater awareness when they engage in bias and gain essential knowledge and skills (tools) in how they recognize and mitigate biases.

Why Inclusion is Important:

The Business Case

Time: 1 hour

This one-hour workshop explores the imperative for building a culturally competent work environment. Inclusion, Equity and Belonging is a business imperative and should be woven throughout everything the organization does. It is not simply about doing the right thing, but also about aligning actions to core values and essential to improving the bottom line.

Whether related to race, ethnicity, gender, nationality, ability, military status, religion, generation, sexual identity or political views, culturally competent organizations not only attract but also engage top talent to drive long-term success. This is not just a values issue; it is a business issue. By retaining and embracing a diverse organization, organizations will be better enabled to serve diverse communities, and customers and to increase a positive impact to the bottom line.

Meet Our Instructors

Charlette K. Williams is a facilitator, trainer, moderator and presenter with more than 30 years experience in the financial services industry. Her extensive tenure at Freddie Mac included managing the relationship and performance of REO real estate brokers and vendors. She also partnered with the National Fair Housing Alliance and several Real Estate Industry Associations.

Charlette has developed and delivered training programs for Freddie Mac, National Association for Women in Real Estate, National Association of Real Estate Brokers, The Five Star Institute and US REO Partners.

CharletteKWilliams@gmail.com | (972) 765-7950



Sharon Bartlett has been active in the field of training and professional development for over 30 years, focusing on various aspects in the financial services and real estate industries.

Sharon has created and delivered programs for institutions such as Freddie Mac, The Five Star Institute, Asian American Real Estate Association, and the National Fair Housing Alliance. Additionally, she is a frequent speaker and trainer for several real estate industry trade organizations. Sharon is a Texas licensed real estate agent.

Sharon@SharonBartlett.com | (214) 914-9272



