

LUNCH & LEARN "Dotloop Making it Easy" (1.5 CE hours)

Dotloop is a transaction management software program provided to members of the Elmira Corning Association of REALTORS as a FREE member benefit. This 1.5 hour CE course will focus on helping the real estate professional to easily manage and maintain files electronically to help meet the customer/client needs and expectations. This course will give the student an opportunity to understand technological concepts of an evolving real estate industry, while also learning how to use these tools in their day-to day transactions.

Instructor: Michelle Kay

Date: Tuesday, November 5, 2024 Time: 11:30am-1:00pm

Cost: \$15 members / \$25 non-members (Lunch included)

Registration Deadline: November 1, 2024

Location: Live in the ECRAR Classroom

Sponsor: NORCOM Mortgage



"Ethical Business Practices" (3.0 CE hours)

(Fulfills NYDOS Ethics Requirement)

(Fulfills NAR Ethics Requirement)

Ethical business practices are a cornerstone of our real estate industry. This course will include not only what the Code of Ethics is but how to apply it to our everyday business. The course will also include common mistakes made by licensees and how to avoid them. The course will meet the ethics requirement for NAR and NYDOS.

Instructor: Brittany Matott

Date: Tuesday, November 19, 2024 Time: 9:30am-12:30pm

Cost: \$40 member / \$50 non-member

Registration Deadline: November 15, 2024

Location: Virtually via Zoom

Sponsor: Chemung Canal Trust Company

NEW MEMBER ORIENTATION

New Members of the Elmira Corning Association of REALTORS are required to attend the New Member Orientation Course. This course is offered twice a year. Members required to take this course will be sent an email reminder.

Date: Thursday, April 11, 2024 Time: 8:45am-4:15pm

Cost: FREE (includes breakfast and lunch)

Location: Live in the ECRAR Classroom

Sponsor: Corning Federal Credit Union

Date: Thursday, September 5, 2024 Time: 8:45am-4:15pm

Cost: FREE (includes breakfast and lunch)

Location: Live in the ECRAR Classroom

Sponsor: Wallin Insurance

Elmira-Corning Regional Association of REALTORS®



2024 Education Schedule

*"Never stop learning because
Life never stops teaching."*

-Author unknown

We offer live classroom courses, live virtual courses as well as online courses. For more information visit us at www.elmira-corningrealtors.com

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NEW YORK DEPARTMENT OF STATE EDUCATION REQUIREMENTS

VERY IMPORTANT NOTICE PLEASE READ!

ALL Real Estate Salespersons, Associate Brokers, and Brokers are required to complete 22.5 hours of approved CE during each 2-year license period.

The 22.5 hours must include a minimum of:

- 3 hours of **FAIR HOUSING**
- 1 hour of **AGENCY** (2 hrs. of agency if 1st time renewal)
- 2.5 hours of **ETHICAL BUSINESS PRACTICES**
- 1 hour of **LEGAL UPDATE**
- 2 hours of **IMPLICIT BIAS AWARENESS**
- 2 hours. of **CULTURAL COMPETENCY**
- 11 hours of **ELECTIVE course work** (10 hrs. if 1st time renewal)

NATIONAL ASSOCIATION OF REALTORS® (NAR) EDUCATION REQUIREMENT

NAR requires its members to complete 2.5 hrs. of ethics during each 3-year NAR cycle. This cycle is not the same as your license renewal period.

The current NAR cycle, (cycle 7) is Jan. 1, 2022, through Dec. 31, 2024.

Only courses that are completed through a REALTOR® Association or through our online partner fulfill this NAR ethics requirement.

A complete list of our members who have completed this NAR ethics requirement can be found on our website

at www.elmira-corningrealtors.com under Education/Requirements .

“The Buyer Representation Contract...Your Right to Being Hired, Your Right to Being Paid” (3.0 CE hrs.)

(Fulfills NYDOS Agency Req.)

Contracts are a fact of life. Consumers sign contracts when renting a car or a wedding venue or an Airbnb. We all sign contracts when securing services such as an internet provider, a gym membership, or a new roof. As licensees, we expect sellers to sign a listing contract. Yet, many of us resist asking for a written representation agreement with buyers who wish to hire us as a buyer's broker. Being a fiduciary is a serious matter and deserves a written agreement. Join us to become skillful at acquiring one. Protect your right to being hired and being paid!

Instructor: Roseann Farrow

Date: Tuesday, October 8, 2024 Time: 9:30am-12:30pm

Cost: \$45 member / \$55 non-member

Registration Deadline: October 4, 2024

Location: Virtual Via Zoom

Sponsor: Corning Federal Credit Union

LUNCH & LEARN-“Marketing as an Entrepreneur” (0 CE hours)

Want to develop techniques that will bring a constant stream of people to your real estate business? Want to create a strong source of referrals and earn more money?

This practical and comprehensive session will instruct and inspire you to focus on relationship-building and networking-your greatest allies in pursuit of more sales.

Peter Wallin, Kim Wilson and their team at Wallin Insurance have almost three decades of experience in marketing a local business.

You'll learnt how to:

- Apply the single most important tool for meeting people
- Create relationships that will generate referrals for life
- Follow the best practices for social media and traditional marketing
- Always be top-of-mind for potential clients

Facilitator: Peter Wallin

Date: Tuesday, October 29, 2024 Time: 11:30am-12:30pm

Cost: FREE members / \$10 no shows and non-members

(includes lunch)

Registration Deadline: October 25, 2024

Location: Live in the ECRAR Education Room

Sponsor: Wallin Insurance

2024 CLASSROOM SCHEDULE

“Cultural Competency and Literacy in Real Estate” (2.0 CE hours)

(Fulfills NYDOS Cultural Competency Requirement)

Understanding cultural differences can help you solidify your real estate relationships. We will explore different cultures and understand how culture can influence a buyer's decisions. We will discuss how to build your relationship on trust and knowledge of different religions, beliefs, and global real estate practices, plus pitfalls to avoid.

Instructor: Linda Lugo

Date: Tuesday, September 17, 2024 Time: 9:30am-11:30am

Cost: \$20 members / \$30 non-members

Registration Deadline: September 13, 2024

Location: Virtually via Zoom

Sponsor: Cutco Closing Gifts

“Unarmed Self-Protection Essentials Course” (0 CE Hrs.)

Instruction by Zachary Pugh, a police officer since 2011, as well as a certified Behavioral Self-Protection & Combative Instructor who has been studying and teaching since 2002.

A discussion, to include:

- The laws related to (NYS Laws Governing the Use of Physical Force & Deadly Physical Force)
- Instinctive Protective Behaviors
- Predatory Behaviors
- Mindset & Awareness
- Assailant Goals & Fears
- Hands on skills & tactics development and drills session related to single assailants and surviving assaultive behavior.
- Practical Scenario Exercises which will allow each participant to be put into a least one realistic self-protection scenario against real role players to put the skills & tactics learned during the course to the test.

Facilitator: Zachary R. Pugh

Date: Wednesday, September 25, 2024 Time: 2:00pm-4:30pm

Cost: TBD

Registration Deadline: September 23, 2024

Location: Live in the ECRAR Education Room

Sponsor: M&T Bank

LUNCH & LEARN -“Multiple Offers” (1.0 CE hrs.)

This course will discuss the legal and ethical issues of multiple offers as well as the agent's fiduciary duty to their clients. (Lunch will be provided)

Instructor: Michelle Kay

Date: Tuesday, January 30, 2024 Time: 12:00pm-1:00pm

Cost: \$15 ECRAR member / \$20 non-member (includes lunch)

Registration Deadline: January 26, 2014

Location: Live in the ECRAR Classroom

Sponsor: Norcom Mortgage



“Understanding Ethical Dilemmas” (3.0 CE hours)

(Fulfills 2.5 hr. NYDOS Ethics Requirement)

(Fulfills 2.5 hr. NAR Ethics Requirement)

What can I say? How do I act? Is this right or wrong? With examples and case studies, Realtors will come away with the knowledge of understanding ethics, morality and the law and will identify their obligations and responsibilities regarding ethical behavior in today's fast paced climate.

Instructor: Michelle Kay

Date: Thursday, February 15, 2024 Time: 2:00pm-5:00pm

Cost: \$30 ECRAR member/ \$40 non-member

Registration Deadline: February 13, 2024

Location: Live in the ECRAR Classroom

Sponsor: Cutco Closing Gifts

LUNCH & LEARN -“Taxing it Right! (0 CE hrs.)

Have you ever thought...“Are those property taxes right?” Or have you gotten the dreaded call ...“My monthly payment is increasing because the taxes on that sheet you gave me were wrong”. Ok, I am here to help with that! We are going to cover where the bank and the attorney get the tax amounts from and how we calculate them to make sure you never have to get that call again!

Facilitator: Aimee Barton

Date: Tuesday, February 27, 2024 Time: 11:30am-12:30pm

Cost: ECRAR members FREE / \$10 non-members AND no shows (includes lunch)

Registration Deadline: February 23, 2024

Location: Live in the ECRAR Classroom

Sponsor: Aimee Barton with Supreme Lending



RPR™ (Realtor® Property Resource) The BEST Benefit NAR® provides to it's members for FREE!

Are you taking Advantage of all RPR™ has to offer?

On Thursday, March 7, 2024, certified RPR™ Instructor Michelle Kay will be presenting two sessions in regards to the RPR™ (Realtor® Property Resource) product. The first FREE session in the morning doesn't carry CE credit. The afternoon session carries 3.0 hours of CE credit and costs \$30 members/\$40 non-members. In order to reap all of the benefits of the afternoon session, it is suggested that if you aren't familiar with RPR™ or need a "refresher", that you attend the morning session before taking the afternoon session. To get the most out of these two courses we suggest bringing your laptop.

LUNCH & LEARN "RPR™ (Realtor® Property Resource™ Intro/Refresher" (0 CE hours)
New to RPR™ or just wanting to brush up on aspects of the site you may not be familiar with? This class will introduce you to all the basic features RPR™ has to offer.

Certified RPR™ Instructor: Michelle Kay
Date: Thursday, March 7, 2024 Time: 11:30pm-12:30pm
Cost: Free to members / \$10 non-members and no-shows (Lunch Included)
Registration Deadline: March 5, 2024
Location: Live in the ECRAR Classroom
Sponsor: First Heritage Federal Credit Union



"RPR™ (Realtor® Property Resource™): Real-Time Data, Marketing Knowledge, Informed Consumers (3.0 CE Hrs.)

RPR™ is NAR's exclusive online real estate database and provides REALTORS® with information on every parcel of property in the United States as well as a robust portfolio of market trend data, advanced analytical reports, and detailed maps. In this course you will learn how automated valuation models (AVM's) may influence consumer's online real estate research efforts. You will also learn how REALTORS® can leverage the full analytical power of RPR™ in their listing presentations and buyer counseling sessions. Specific scripts and step-by-step instructions on how to run the seller's report, property report, and market activity reports are included.

Certified RPR™ Instructor: Michelle Kay
Date: Thursday, March 7, 2024 Time: 1:00pm-4:00pm
Cost: \$30 members / \$40 non-members
Registration Deadline: March 5, 2024
Location: Live in the ECRAR Classroom
Sponsor: First Heritage Federal Credit Union

"Media Advertising for REALTORS; Keep it Within the Law" (3.0 CE Hrs.)

In this session we will review what NY DOS defines as advertising and how that applies to the different platforms of advertising, and content, including what this means for teams. We will also discuss advertising on social media as well as the advertising of other broker's listings. We will also explore article 12 of the NAR Code of Ethics and how that applies to advertising.

Instructor: Rebecca Jones with Upstate Training
Date: Tuesday, March 26, 2024 Time: 2:00pm-5:00pm
Cost: \$40 member / \$50 non-member
Registration Deadline: March 22, 2024
Location: Live in the ECRAR Classroom
Sponsor: Aimee Barton with Supreme Lending

"Stay Inside Fair Housing Laws to Stay out of Jail" (3.0 CE hrs.)

(Fulfills NYDS Fair Housing Req.)

Federal, New York State and local laws have been enacted to protect individuals from discriminatory practices in their pursuit of housing whether renting or buying. Real estate licensees should understand fair housing laws and related requirements to ensure that nobody is denied their real property rights. Real estate professionals that better understand what laws exist, who is protected, what is prohibited and how the laws are enforced will be able to avoid discriminatory activities and the resulting consequences for non-compliance. Failure to comply with laws not only exposes a licensee to charges of criminal acts, but may also be grounds for civil and/or disciplinary action.

Instructor: Randy Templeman
Date: Tuesday, April 23, 2024 Time: 9:30am-12:30pm
Cost: \$40 member / \$50 non-member
Registration Deadline: April 19, 2024
Location: Virtual Via Zoom
Sponsor: First Heritage

"Diversity, Equity, Inclusion and Understanding Implicit Bias in Real Estate (3.0 CE Hrs.)

(Fulfills NYDOS Implicit Bias Requirement)

Diversity, Equity and Inclusion (DEI) are topics that cross into our everyday lives. In real estate, these topics are of high importance due to the nature of our business. This course explains the importance and the difference between diversity, equity and inclusion in business. Understanding our implicit biases are the first steps to overriding bias. This course will help attendees understand that we all have implicit biases. Identifying them and not allowing them to shape our business is crucial to providing excellent service to our clients.

Instructor: Brittany Matott
Date: Thursday, May 2, 2024 Time: 9:30am-12:30pm
Cost: \$40 members / \$50 non-members
Registration Deadline: April 30, 2024
Location: Virtual via Zoom
Sponsor: Chemung Canal Trust Company