

REAL ESTATE AGENT CERTIFIED PROGRAM



42 COURSES - 12.5 HOURS



2 TO 4 WEEKS

The Real Estate Agent Certified Program is meticulously designed to provide a comprehensive understanding of the fundamental concepts, legal frameworks, and practical skills essential for success in the dynamic real estate industry. This course caters to both budding real estate professionals and seasoned individuals looking to enhance their knowledge. Participants will delve into a wide array of topics, including property valuation and appraisal methods, the impact of market trends on property values, and the detailed process of property appraisal.

The course covers essential legal frameworks, exploring property rights, contracts, leases, and crucial legislation governing real estate transactions at local, state, and federal levels. Financial aspects are thoroughly addressed, from various financing options like mortgages and loans to the role of financial institutions and credit mechanisms in property transactions.

Sales and marketing techniques are a key focus, equipping participants with effective sales strategies, negotiation skills, and an understanding of client relationships and customer service. Ethical considerations and professional conduct are emphasized, ensuring that students appreciate the importance of integrity and trust in real estate dealings.



Introduction to Real Estate

Real estate is a multifaceted industry that plays a crucial role in the economy and our daily lives. It encompasses a wide range of activities, including buying, selling, leasing, and managing properties. These properties can vary from residential homes to commercial buildings, industrial spaces, and vacant land. Understanding the principles and practices of real estate is essential for anyone looking to succeed in this dynamic field. Our certified course in Real Estate Principles and Practices is meticulously designed to provide a comprehensive understanding of the fundamental concepts, legal frameworks, and practical skills necessary for success in the real estate industry.



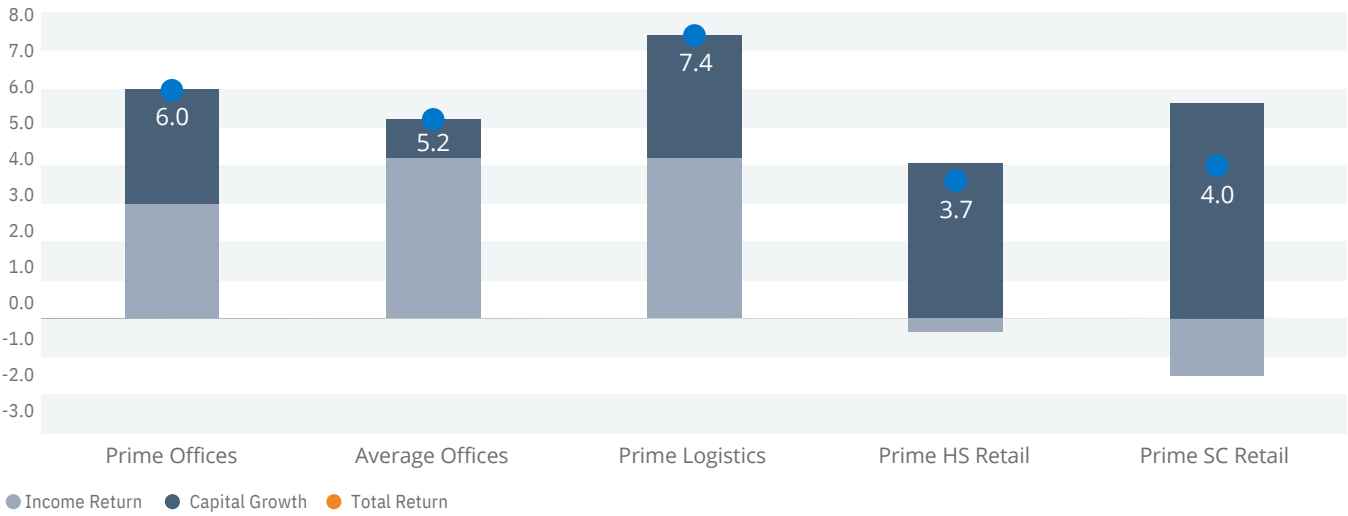
“Real estate is not just about property; it's about people and their aspirations”

Legal Frameworks and Regulations

The legal aspects of real estate are complex and multifaceted, encompassing property rights, contracts, leases, and important legislation that governs real estate transactions. Knowledge of local, state, and federal laws is essential for navigating the legal landscape of the real estate industry.

Property Valuation and Appraisal

A critical component of real estate is the ability to accurately assess the value of a property. This involves understanding various valuation methods and techniques, the factors that influence property values, and market trends. The appraisal process is essential for determining a property's worth and is a vital skill for any real estate professional. Through this course, participants will gain a thorough understanding of property valuation and the intricacies involved in the appraisal process, ensuring they can make informed decisions and provide accurate valuations.



Source: BNP Paribas Real Estate European Property Outlook H2 2021



Real Estate Finance

Financial acumen is crucial in real estate, with numerous financing options available for property transactions, including mortgages and loans. Understanding these financial instruments, the role of financial institutions, and the mechanisms of credit in real estate is vital for success. Our course offers comprehensive coverage of real estate finance, equipping participants with the skills needed to navigate financial transactions and make sound financial decisions.

Sales and Marketing Techniques

Effective sales and marketing strategies are at the heart of successful real estate practice. Developing strong sales techniques, mastering negotiation skills, and understanding the principles of marketing are key components of this course. Participants will learn how to build and maintain client relationships, provide excellent customer service, and employ strategic marketing to achieve their sales goals.

Ethics and Professional Conduct

Ethical considerations and professional conduct are foundational to the real estate industry. Real estate professionals must adhere to high standards of integrity, trust, and responsibility. This course emphasizes the importance of ethics, exploring the ethical considerations and standards of practice that guide real estate professionals. By understanding and committing to these principles, participants can build a reputation for reliability and trustworthiness in the industry.

¹ Source: Preqin Quarterly Update: Real Estate Update Q3 2021

Property Management


Property management is another critical area of real estate, involving the oversight and administration of various properties. This includes managing tenant relations, lease agreements, and maintenance issues. The course provides in-depth knowledge of property management principles and practices, preparing participants to effectively manage properties and address the challenges that come with property administration.

Real Estate Investment

Real estate investment offers significant opportunities for wealth creation and financial growth. This course covers the fundamentals of real estate investment, including risk assessment, investment strategies, and market analysis. Participants will learn how to evaluate investment opportunities, manage investment portfolios, and understand market dynamics to make informed investment decisions.



Ideal for aspiring agents, brokers, current professionals, investors, and anyone interested in real estate, this course promises a thorough grounding in the principles and practices that drive the industry.



By the end, participants will be well-versed in the core aspects of real estate, equipped with enhanced sales and negotiation skills, and prepared to make informed decisions in investment and property management, all while adhering to the highest ethical standards.



MODULES:

Module	Total Steps	Description
Overview	3	Provides an overview of the course structure, learning objectives, and certification requirements. Includes a welcome orientation and introduction to the course platform and resources.
Module 1: Introduction to Real Estate Principles	11	Covers the foundational principles of real estate, including definitions, history, and key concepts. Explores the roles and responsibilities of real estate professionals and the importance of ethics in practice.
Module 2: Property Types and Classification	9	Examines the various types of properties, including residential, commercial, industrial, and land. Discusses property classifications, zoning regulations, and the characteristics of each property type.
Module 3: Real Estate Market Analysis	10	Introduces methods and tools for analyzing real estate markets. Topics include market cycles, supply and demand factors, economic indicators, and demographic trends.
Module 4: Real Estate Transactions and Contracts	11	Focuses on the process of real estate transactions, including listing agreements, purchase and sale agreements, and closing procedures. Covers contract law, negotiation techniques, and dispute resolution.
Module 5: Property Management and Leasing	10	Explores the principles and practices of property management, including tenant relations, lease agreements, and maintenance. Discusses the roles of property managers and the legal aspects of leasing.
Module 6: Real Estate Financing and Mortgage	10	Provides an in-depth look at real estate financing options, including mortgages, loans, and other financial instruments. Covers the mortgage application process, underwriting, and loan repayment options.
Module 7: Real Estate Marketing and Advertising	11	Focuses on marketing strategies and advertising techniques specific to real estate. Topics include digital marketing, traditional marketing, branding, and the creation of marketing materials and campaigns.
Module 8: Real Estate Laws and Regulations	11	Examines the legal aspects of real estate, including property rights, land use regulations, fair housing laws, and environmental regulations. Discusses the role of government agencies and the impact of legislation.
Module 9: Exam Preparation & Overview	9	Provides a comprehensive review of the course material to prepare participants for the certification exam. Includes practice tests, study guides, and tips for exam success.
Certification Exam	2	The final step in the certification process, consisting of a comprehensive exam that tests knowledge and skills acquired throughout the course. Successful completion leads to certification.

YOUR INSTRUCTORS:



Leila Hagen

Born and raised in a bustling urban center, Leila's childhood was imbued with a deep appreciation for the dynamics of city life and the intricacies of human interactions. From an early age, she exhibited a natural curiosity and an innate entrepreneurial spirit, often exploring her surroundings and eagerly seeking out opportunities for learning and growth.

As Leila journeyed through her formative years, she cultivated a keen interest in business and marketing, spurred on by her parents' own ventures as small business owners. Witnessing their dedication and resilience in navigating the challenges of entrepreneurship left an indelible mark on Leila, instilling within her a profound respect for hard work, innovation, and integrity. It was during this time that she honed her skills in communication, problem-solving, and strategic thinking—attributes that would later prove instrumental in her professional endeavors.



Edward Hopkins

With over 15 years of experience in the real estate industry, Edward Hopkins has established himself as a trusted and knowledgeable expert in the New York City market. Beginning his career as a real estate agent, Edward quickly rose through the ranks due to his exceptional client service, negotiation skills, and in-depth understanding of the local market dynamics. Over the years, he has successfully closed hundreds of transactions ranging from residential sales and rentals to commercial leases and investment properties. Recognizing his passion for teaching and mentorship, Edward transitioned into real estate education and became a licensed instructor, offering courses and workshops to aspiring agents and seasoned professionals alike. His extensive experience in both brokerage and education allows him to provide valuable insights, practical advice, and industry expertise to his students, empowering them to succeed in the competitive world of real estate.



Robert Stanley

Robert's foray into real estate began shortly after completing his studies, where he quickly distinguished himself as a rising star within the field. With a keen eye for market trends and a genuine desire to assist others in achieving their property aspirations, Robert navigated the complexities of the real estate market with finesse and integrity. His ability to forge meaningful connections with clients, coupled with his astute negotiation skills, earned him a stellar reputation as a trusted advisor and advocate.

Over the years, Robert's commitment to excellence and dedication to his craft have propelled him to new heights of success. Whether assisting first-time homebuyers in finding their dream homes or guiding seasoned investors in identifying lucrative opportunities, Robert approaches each transaction with unwavering professionalism and a genuine passion for client satisfaction.