



## ***“Success starts with mastering the fundamentals”***

*Dear Future Realtor*

*Congratulations on earning your real estate license. Real estate school may have filled your head with the knowledge necessary to help you effectively pass the licensing exam but it teaches nothing about how to be successful in the real world. Now comes the real learning.*

*You will be working with a brokerage that will provide support and mentoring during your first critical few years. This company will also have rules, guidelines, ethical standards, and will provide an office for you to work from but to be successful you need to take ownership and responsibility for your own success. This course will teach you the fundamental principles and practices of a Rhode Island real estate agent.*

*Your instructors have on average over 20 years of real world real estate experience, which provides you with a richer learning experience.*

*This new agent-training course is designed to provide you with the knowledge, skill and direction to launch your career.*

*We look forward to seeing you begin an exciting career in real estate*

**Sincerely,  
The Faculty & Staff**

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## Lab Syllabus

### **Lab 1 - Lead generation finding clients to work with**

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“Give a person a fish and they eat for a day, teach them how to fish and they eat for a lifetime.”

#### **A. Sphere of Influence- Referrals**

- **Learn the key sources of referrals and how to develop them.**

#### **B. Marketing- Attracting business**

- **Online Internet**
- **Social Media**
- **Mailings**

#### **C. Other sources of potential business**

- **For sale by owner prospecting**
- **Expired-listing prospecting**
- **Geographical farming**
- **Just listed/sold marketing**
- **Promoting and presenting a successful open house**

**D. Customer Relationship Management (CRM)** – A CRM will help you manage referrals and convert new leads.

### **Lab 2 - The Comparative Market Analysis (CMA) -**

Learn how to determine property values, access key information and resources to prepare and present an opinion of value and market area study.

- **Multiple Listing Service CMA Module**
- **Realtor Property Resource (RPR)**

### **Lab 3 – The Listing Presentation – Why should a seller hire you?**

Getting the listing requires more than just providing a price opinion. An effective marketing plan will demonstrate how you will represent the seller in helping them get the most money for their property. This module will teach you the fundamentals on how to create and present a detailed marketing plan to win the listing

- **Review of the Listing contract and Disclosures**
- **Sample Listing presentation**

### **Lab 4 - Buyer Representation – Why should a buyer hire you?**

Demonstrate character and competency by presenting a service based value proposition for representing the buyer client.

- **Rhode Island Law of Agency review**
- **Review of Buyer Representation Agreement**
- **Sample Buyer presentation**

### **Lab 5 – Understanding the Contracts – Review and use of all key sales contracts and forms.**

- **Writing the offer to purchase and disclosures**
- **Sales Contracts & Addendums**
- **Miscellaneous forms**

**Lab 6 – The transaction cycle – A complete overview of the real estate sales transaction process from sale to closing. Participants will learn who all the participants are and all the key steps and duties of the parties.**

**The virtual real estate agent:** Service and efficiency requires you to manage the transaction and your business from your handheld device. Learn all the key apps and resources every real estate agent needs to have their business anywhere they are.

**Lab 7 - \*The business development process YOU, INC -**

“There is a radical difference between a licensee and a salesperson; there is an even bigger difference between a salesperson and a business owner.”

- **Participants will understand how to plan for profit and growth by learning a systemic approach to business development.**

This module is a Rhode Island state approved continuing education class. Students will receive **3 CE credits** towards license renewal.

**\*Course offered Quarterly**

**Class information**

**Class Schedule:** Students can start any Wednesday.

**Date:** Every Wednesday

**Time:** 6:00-8:00 Night Class

**Location:** Virtual via Zoom Meeting

**Class Materials:** Students will receive by email prior to the start of each class, login information and all class materials.

**Classes are live and interactive** (Video and microphone required)

Register online at [www.InstituteRI.com](http://www.InstituteRI.com) click on the “Post License and Training tab”