

# Professional Development & Education Forum

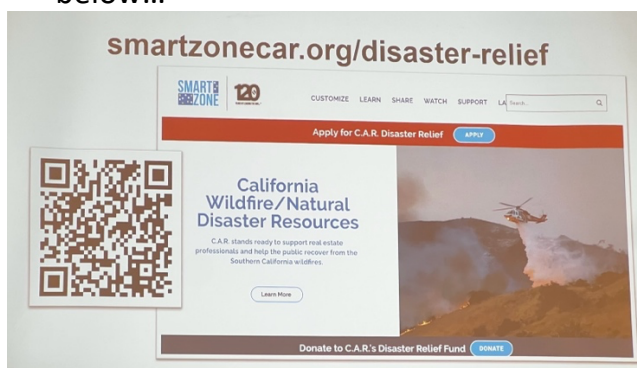
Indian Wells / CAR Meetings Feb 2025

Chair - Fanny Chu / Vice Chair - Antony Gamber & Lisa Dunn

Committee Liason - Wayne Woodward / Staff - Nathaniel Osollo

## Member Benefits

- 45free.car.org - for renewal - <https://www.car.org/education/licenser renewal>
- Fair Housing now required by NAR every 3 years and Ethics class
  - In 2025, C.A.R. will offer a CE package featuring 1 Ethics course and 1 Fair Housing course. Together, these will meet **NAR's newest requirement** that asks for REALTORS® to complete both an Ethics course and a Fair Housing course every 3 years.
  - Data is automatically sent to NAR if taken with CAR
- [Smartzonecar.org/disaster-relief](https://smartzonecar.org/disaster-relief)
  - Great resource for your clients affected by the latest fires – QR Code below...



## Education Resources

- 1200+ members have already claimed the 45free EDU this year
- [Store.car.org](https://store.car.org) > classes for certifications
- Free BRBC + RLA Course Bundle
- Free Disaster Preparedness Course (USE CODE - PREPARE)
- Hosted by OnLineEd. [Car.edu/education](https://car.edu/education)
- [Car.org/education/aorresource](https://car.org/education/aorresource) - Education for your Members
  - Live lecture (in person) or Webinars
- CAR LearnMyWay ([store.car.org](https://store.car.org))
- 2024 > forms updates; staging & design; digital mktg
- Upcoming Courses > Mold; Mobile Home Parks, Canva AI for RE; open houses; etc.

- TC Opportunities > ZipForm access specific (New Member Benefits)
  - Certified TC - 17+ hours of education in this renewable program
  - TC Directory > they have completed classes; hours; specific requirements
- CAR Education – They are Looking for instructors. Contact Nate nateo@car.org

### **FEEDBACK for Education Update**

Respond to short surveys!!!

Finding out what are our needs as realtors and associations

Survey Results

- The initial meeting agent with client and not being able to convey their value.
- Agents not knowing difference between compensation & concession
- Members still confused with the changes

### **HOW HAVE THINGS CHANGED 6 MONTHS IN? PANEL**

**Panelists: Jana Gardner, Janine Hunt, Janet Dorsey**

- Agents have been adaptable to the new changes
- There was Overthinking of the BRBC
- Open House: know the rules; give out info sheets on why we are doing what we are doing with BRBC; practice dialogue; keep the enjoyment & passion; don't need to over engage; not much push back on sign in sheets.
- Know the law; know forms & contracts – this demonstrates your value
- Value Proposition- the tools (147 things) from CAR is only as good as making that your own.
  - arming yourself with the most info on the properties for the buyer or knowing the area for the seller. CAR has great courses for designations, I.e. Probate Certification etc. Facts make you think, Emotions make you Act.
  - Have competence in what you are doing. Mindset. Confidence in your role. “I don't know everything, but I will get answers to your questions” Be comfortable to let people know you don't have all the answers.
  - know your client and their needs and what's important to them.
  - “This is how I work...”
- single dual agency - biggest risk and most claims. More risk now than ever.
- Have your System in place > buyer or seller checklist
- recommendation - Sintra.ai
- Collaborating with other brokerages could be beneficial. Reach out to your Broker.