The dictionary defines “resource” as “an available means” and “a source of information or expertise.” With the expansion of ACRE’s commitment to quality real estate education and professional development, we now offer the following approved continuing education courses for the Alabama real estate licensee:

**RISK MANAGEMENT: AVOIDING VIOLATIONS (501) (Level One).** This is the only 3-hour course required of every licensee in the state for license renewal. It consists of two major sections. The first section, Alabama License Law, examines those portions of the law often violated by the licensee, with special emphasis on trust funds and earnest money. The second section deals with property condition and disclosure. Such topics as the source of law suits, “caveat emptor,” home inspections, and stigmatized properties are studied.

**RISK MANAGEMENT FOR BROKERS (502) (Level Two).** This course is required of every licensee who has a broker’s license. Salespersons may take this course as well. The somewhat technical course examines trust funds, earnest money, and property management escrows. It also looks at Alabama Real Estate Commission’s auditing procedures. Another part of the course considers the importance of managing people – both agents and staff – from a risk management perspective.

**RISK MANAGEMENT FOR SALESPERSONS (503) (Level Two).** Designed primarily for salespersons, this 3-hour course can fulfill the 6 hours that are required for those with a salesperson’s license. It consists of 3 sections: (1) agency, with emphasis on fiduciary duties and RECAD; (2) real estate sales contracts and the problems that can occur with the form and clauses; and (3) the licensee as a principal in a transaction.

**ALABAMA LICENSE LAW (990).** A 3-hour elective that emphasizes those portions of license law confronted by the licensee on a daily basis. Special emphasis is placed on the many ways that the licensee can be disciplined for improper or illegal behavior.

**RECAD (REAL ESTATE CONSUMER’S AGENCY AND DISCLOSURE ACT) (700).** A 3-hour elective class dealing with agency representation in the Alabama real estate transaction. It contains a study of the fiduciary duties and the types of representation available to clients and customers throughout the state.

**AGENCY THE RIGHT WAY (611).** A very practical examination of the troublesome concept of agency representation in Alabama. A course designed primarily for REALTORS®, this 3-hour elective looks at the fiduciary duties, the practical side of the RECAD law, Article 16 of the REALTOR® Code of Ethics, and the confusing idea of “procuring cause.”

**THE CODE OF ETHICS: OUR PROMISE OF PROFESSIONALISM (201).** Required of every REALTOR® BY THE National Association of REALTORS® every four years, this 3-hour elective examines certain key Articles of NAR’s Code of Ethics. Other important issues, such as “procuring cause” and the settlement of disputes, are also addressed.

**BE A PRO: THE SECRETS TO SUCCESS IN REAL ESTATE SALES (604).** This 3-hour course is a study of the sixteen traits that all successful real estate salespeople have in common. This popular class emphasizes professional selling and income-producing behavior.

**EFFECTIVE NEGOTIATING: MAKE IT HAPPEN (148).** A study of the one trait that all licensees must master to be a top producer. This 3-hour elective contains much practical information and has proven to be an income generating course. Such topics as the traits of a good negotiator, negotiating skills, the value of power, negotiating techniques, handling objections, and closing the sale are discussed.

**ADVANTAGE NEGOTIATING: THE BASICS (154).** An in-depth study of the fundamentals required of every effective negotiator/agent and how to advantage the client in the transaction. This 3-hour elective course examines the basics of effective negotiating, the traits of a good negotiator, negotiating skills, the value of power, and reading body language. **NOTE:** This course is a prerequisite for ADVANTAGE NEGOTIATING: ADVANCED.
ADVANTAGE NEGOTIATING: ADVANCED (149). A 3-hour elective that builds on the course, ADVANTAGE NEGOTIATING: THE BASICS. The study looks at listening skills, negotiating techniques, handling objections, and closing the sale. There is much student participation in applying the negotiating techniques learned in the two courses. NOTE: ADVANTAGE NEGOTIATING: THE BASICS is a prerequisite for this course.

EFFECTIVE BUYER REPRESENTATION (240). A 3-hour elective that emphasizes the agent in the role of buyer representation. This course is quite significant in Alabama’s “buyer beware” sales environment.

LEADERSHIP IN REAL ESTATE (610). A 3-hour elective study of the characteristics of all successful leaders. The course is specifically designed for present and future leaders of real estate companies and trade organizations.

TROUBLE SHOOTING 101 (007). A lively 3-hour elective that presents six realistic residential real estate situations that contain legal, ethical, and perhaps moral issues. This class encourages much student participation.

TROUBLE SHOOTING 102 (214). Exactly like Trouble Shooting 101, but with six different situations.

PROFESSIONAL STANDARDS: CONCEPTS & PROCEDURES (513). This 3-hour CE elective is a practical examination of the somewhat technical and confusing subject of REALTOR® Professional Standards concepts and procedures. Such topics as the roles of the professional standards committee and grievance committee, the concept of “due process,” the proper conduct of an ethics hearing, an arbitration hearing, and mediation, are considered.

HOW TO RUN A REAL ESTATE COMPANY (165). A 6-hour elective that examines the “real world” side of running an effective real estate operation. Such topics as successful leadership traits, the business plan, the business model and office structure, effective brokerage operations, recruiting and retention, training, and brokerage financials are studied from a practical perspective. This course is designed to create more effective real estate office managers/leaders.

THE GOOD, THE BAD, AND THE UGLY: THE LICENSEE AND THE LAW (121). This 3-hour elective, team taught by Charles Sowell and Jim Lawrence, examines those portions of Alabama License Law that are frequently violated by the licensee. Sowell, former general counsel of the Alabama Real Estate Commission, and Lawrence, with over 35 years in the brokerage business, bring a unique perspective to the topic that is highly informative and quite entertaining.

HOW TO BEND THE NEW TECHNOLOGY TO YOUR NEEDS (334). This 3-hour elective is designed for those real estate professionals who want to maximize their use of the internet for their business. The course emphasizes such topics as the use of Cloud and mobile services, with the students gaining a good understanding of web-based technologies and services to enhance their business. TAUGHT BY TOM BRANDER. Contact him at tom@oswco.com or (205) 267-1089.

HELP YOUR CONSUMER BY KNOWING MORE ABOUT CREDIT (118). A 3-hour elective, this course addresses several areas of misunderstanding concerning credit, the FICO Scoring model, specific cause and effect for a low/middle/high credit score, allowing the licensee to present more and accurate information to the customer/client in the purchase of a home. TAUGHT BY JOEL PATE. Contact him at ceo@americanfamilydream.com or (251) 344-1967.

Unless otherwise indicated, all classes are taught by Jim Lawrence (5424). If interested, contact Jim at 205-348-3324 or jtlawrence@cba.ua.edu for pricing and scheduling.

Jim Lawrence is also a certified instructor for Alabama Association of REALTOR® GRI courses, National Association of REALTOR® CRB courses, and NAR designation courses Accredited Buyer’s Representative (ABR), Seniors Real Estate Specialist (SRES), and Military Relocation Professional (MRP).

We are your resource. Use us!