

Introduction to Microsoft Outlook

A SCAOR Brown Bag Lunch Seminar Series

Class 4 Effective Use of Tasks July 30

Class 5 Outlook Dashboard Aug. 27

Class times: 12:00pm-1:00pm

Cost: \$20 per class SCAOR Members

\$25 non-members

\$69 Series discount

This series will provide you a basic understanding of how Outlook functions within the concepts of time & task management. Upon completion students will be able to know how to use Outlook as an information processor; Navigate Outlook quickly and easily; Understand the purpose of each Outlook tool, and more!

License Renewal Review & Testing for Salesperson and Broker Renewals

First Time & Subsequent renewals

Tuesday, July 29th 1:00pm-4:30pm

Cost: \$65 SCAOR Members

\$85 Non-members

Quickest & Easiest renewal! Includes an optional review of materials to prepare you for your open book True/False exams. Topics include: Ethics, Agency, Fair Housing, Trust Fund Handling, Risk Management, Legal & Marketing update. This is a study at home course. Test for mandated courses in class. Those licensees needing the additional 30 hrs can TEST ONLINE after the seminar.

CALL SCAOR FOR MORE DETAILS

MLS Essentials Hands-On Training

Instructor: MLSListings, Inc.

Friday, August 8th

10:00am-12:00pm or 1:30pm-3:30pm

Seating is limited to 12 -Pre-registration is a must!

Laptops will be available onsite

Cost: FREE

Risks, Pitfalls & Resolution in Selling a Condominium

Instructor: Jacquie Berry

Friday, August 15th 1:00pm-3:00pm

Cost: \$10 SCAOR Members

\$25 at the door & non-members

If you are listing or selling homes in condominium, planned developments, or any type of common interest development (CID) or interested in selling or listing the above and do not understand the risks and pitfalls associated with requesting, receiving, and reviewing the required disclosure documents then this is the class for you !

Gaining Mind Over Market-**NEW!!!**

Learn Techniques to Thrive in a Shifting Market

Instructor: Linda Forester

Wednesday, August 20th 10:00am-12:00pm

Cost: \$15 SCAOR Members

\$35 at the door & non-members anytime

Buyers' Market, Sellers' Market or somewhere in between...it doesn't matter, because it is the market you're in, and you've got to make the best of it. The news is that there is a market. People will always need to buy or sell due to certain life-changing events: new job, new baby, death in the family, children moving out, and so on. Real Estate continues to be a solid investment and home ownership is still an important goal for individuals and families. It's important to remember, Shift Happens! This kind of market shift may seem difficult, especially if you've never been through one before. However, as Albert Einstein says, "In the middle of every difficulty lies opportunity." In this course you have the opportunity to find a silver lining to this potentially dark cloud.

CCIM CI101: Financial Analysis for Commercial Investment Real Estate

Instructors: Mark Van Ark, CCIM

Bill Mohr, CCIM

August 21-22, 25-27 7:30am-5:30pm

Scotts Valley Hilton, 6001 La Madrona Drive

37 hrs of DRE CEU in Consumer Protection

3 Course credits toward the CCIM Designation

CCIM's flagship course provides you with an array of financial analysis concepts and calculations to help you make sound commercial investment real estate decisions. APOD; IRR; Capital Accumulation; Lenders Yield; NPW; Amortization; Excel Worksheets. Apply the principals of commercial real estate, investment fundamentals, tax regulations and related business subjects to real-world applications.

For more info or to register call 800-621-7027

Or register online at www.CCIMInstitute.com

Radiant Floor Heating

A SCAOR Green Bag Lunch Program

Presented by William Shady, Pacific Solar Radiant

Wednesday, September 10th 12:00pm-1:30pm

Cost: \$10 SCAOR Members

\$25 at the door & non-members anytime

Learn the SELLING points that every Real Estate Professional should know about homes with radiant floor heating.

More classes on back

Fiscal Fitness: How to Prevent Mortgage Transmitted Diseases

Instructor: Debra Schottgen, DS Capital Mortgage
Friday, September 12th 10:00am-12:00pm
Cost: \$10 SCAOR Members

\$25 at the door and non-members

Avoid a serious case of the MTDs by getting Fiscally Fit! This seminar is designed for both the real estate professional and their clients. By attending, agents will learn how they can help their clients avoid contracting a serious MTD. Proper mortgage planning can help you and your client make informed decisions that fit your goals. Whether you're ready to jump into the housing market now or later, Fiscal Fitness will help get your client on their way.

Upshifting Your Lead Generation-NEW!

Instructor: Linda Forester
Monday, September 15th 10:00am-12:00pm
Cost: \$15 SCAOR Members

\$35 at the door & non-members anytime

In a market where there are many buyers and sellers transacting business, you know what to do and say, and leads are plentiful and come to you without much effort, you can be very successful simply receiving leads. You can even pick and choose whom you work with. **NOT SO TODAY!**

The market has shifted and there are less total transactions. Buyers and sellers are responding differently. Leads aren't pouring in like they used to. If you are not actively generating leads, you are seeing a real slowdown in your business. Interestingly, veteran agents lead generate the same way through all kinds of markets-buyer's, seller's, neutral-and, not only survive but thrive and grow their businesses. They know the truth-that lead generation is the engine to their real estate career. It is the habit they embrace and focus on each and every day, no matter what market they're in. Lead Generation truly **IS** your business-without leads, you have no sales, no closings and no income. There is simply no other activity you can focus on that will do more to build your business.

Natural Hazard Disclosures in Real Property Transactions—NEW!

Instructor: Mailana Mavromatis, Esq.
Friday, September 19th 11:30am-1:00pm
Cost: \$20 SCAOR Members

\$40 at the door & non-members anytime

You will learn about the origins of the Disclosure Report; Civil Code sections that provide the legal backdrop of the report; Disclosures in the report and they can affect the transaction; Legal cases; CLUE, Environmental report, and other reports; New disclosures, and more!

Seller Pricing Strategies: Pricing Your Listings to Sell—NEW!

Instructor: Linda Forester
Friday, September 26th 10:00am-12:00pm
Cost: \$15 SCAOR Members

\$35 at the door & non-members anytime

When the market shifts toward a buyer's market, the listings sit! Don't let that happen to your sellers. While there are three factors to getting a listing sold-location, price and condition-only two are under your control: price and condition and ultimately only one truly matters: PRICE. As an agent, your responsibility is to get your listings sold for the most money in the shortest period of time with the least amount of hassle. Remember, the longer a house is on the market, the less value it has!

REO Sales! -NEW!

A Gold Mine or Only the Shaft?

Instructor: Guy Berry
Wednesday, October 8th 1:00pm-4:30pm
Cost: \$35 SCAOR Members

\$50 at the door & non-members anytime

You will learn how to get listings from Banks REO departments; about Myths surrounding REO Sales; how Bank Owned properties are different; What the Bank expects their listing agent to do; how to write the offer so the Bank likes it; how banks feel about repairs and credit for repairs; about BPO's and other unique issues, and so much more!

Creating Urgency to Buy-NEW!

Instructor: Linda Forester
Wednesday, October 15th 10:00am-12:00pm
Cost: \$15 SCAOR Members

\$35 at the door & non-members anytime

Regardless of market conditions, the ability to create a sense of urgency to buy can help you increase the number of buyers you serve. Are you frustrated by home buyers who won't make a decision to buy? Do your buyers think it is a bad time because prices are dropping? Do your buyers expect every home to be a steal? Do your buyers think something better will come on the market next week? Would you like to work more effectively with buyers? If you answered "yes" to any of these questions, THEN THIS CLASS IS FOR YOU!

MARK YOUR CALENDARS!!!

PREVENTATIVE HEALTH SCREENINGS 9/3
SCAORHF'S "SIP OF SUMMER" 8/19