



LEADING WITH LISTINGS

COURSE CATALOG, SYLLABUS, & LEARNING GUIDE



2024-2025

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**CONNECTING
INDUSTRY LEADERS
WITH HIGH LEVEL
EDUCATION**



COURSE & CURRICULUM OVERVIEW

COURSE SECTIONS

- SECTION 1:** **Core Education** – Introduction to primary courses with corresponding daily assignments (12 weeks).
- SECTION 2:** **Lecture Series** – The lecture series will isolate important supporting areas of the residential practice of real estate (self-paced).
- SECTION 3:** **Specialty Courses** – These micro courses will focus on specialty areas within the practice of residential real estate (self-paced).

WEEKLY PROGRAM OVERVIEW – CORE EDUCATION

WEEK 1 & 2:

Introduction to the Residential Practice



WEEK 3 & 4:

Subject Area: Real Estate Farm Analysis

Certification: Certified Neighborhood Analyst



WEEK 5 & 6

Subject Area: Valuation Logistics

Certification: Certified Property Valuation Specialist



WEEK 7 & 8

Subject Area: Lead Generation

Certification: Certified Relationship Manager



WEEK 9 & 10

Subject Area: The Perfect Listing Presentation

Certification: Certified Property Marketer



WEEK 11 & 12

Subject Area: Real Estate Investor Metrics

Certification: Certified Residential Investment Analyst



PRIMARY COURSE OVERVIEW

SB-10000 Introduction to the Residential Practice (Weeks 1 & 2)

Course Description: Students will learn the various elements of residential product types and components, budgeting, developing a sales goal, forming business routines & habits, tracking ongoing business activity, and managing a personal profit and loss statement. Real estate specific business tools are used to guide students through the linear process of goal setting, budgeting, business tracking and financial management.

Objectives

- Learn product types, construction methods, and architecture styles.
- Learn processes and importance of monitoring ongoing business activity.
- Learn how to build an office workspace for real estate.
- Develop an understanding and framework for starting a business budget.
- Learn business communication methods and guidelines.
- Learn principals for business cooperation.

Required Tools/Texts

- Getting Started presentation
- Excel practice file
- Excel - Business Planner-Tracker
- Daily Activity Tracker
- Accountability Tracker
- Deal Tracker
- Lead Tracker

SB-10000 Real Estate Farm Analysis (Weeks 3 & 4)

Course Description: Students will carry on the fundamental goal setting principals learned within 10000-SB and learn how to approach, assess, and quantify market positioning decisions. Students will assemble a series of market areas into a total "Farm," the areas in which they will seek primary business. Proprietary tools will focus students on areas of market study, competition assessment, market capacity, and outreach.

Objectives

- Learn how to set sales goals within the context of a defined market area.
- Learn processes for assessing market capacity and competition.
- Learn to develop processes for developing and growing market share.
- Learn to define individual market areas through scripting.

SB-10000 Required Tools/Texts

- Farming presentation
- Excel - Farm Analysis
- Farming and Market Data Sources
- Farm Activity Tracker

RV-10000 Valuation Logistics (Weeks 5 & 6)

Course Description: Students will undergo a series of comprehensive lessons surrounding the three (3) principal methods of real estate valuation, comparison, replacement, and income. Proprietary and purpose-built tools are used to guide students through the valuation process while learning how to perform a variety of real-world valuation tasks.

Objectives

- Learn the three (3) principal methods of real estate valuation.
- Learn key concepts that drive value methods and selection.
- Learn the concepts of selection, scarcity, and competition.
- Learn key components of market segments and segment ranges.

Required Tools/Texts

- Excel - Stockworth Property Assessment Worksheet
- Textbook: Residential Real Estate Valuation Principals

BD-10000 Lead Generation (Weeks 7 & 8)

Course Description: Students will be taught the practices and methods of developing a personal business network, relationship building, and outreach.

Objectives

- Learn the value of relationships in business.
- Study the methods of relationship outreach.
- Learn to differences between a Tribe and a database.

Required Tools/Texts

- Tribe presentation
- Tribe Tracker Worksheets

RV-10000 The Perfect Listing Presentation (Weeks 9 & 10)

Course Description: Students are taught to study and present data and information to property owners from a macro to micro perspective incorporating market study principals for the assessment of large markets, local markets, local neighborhoods, and individual properties within varying levels of context. With this information, Students are taught how data leads to information, which then leads to context and professional advice.

Objectives

- Learn the macro to micro way of thinking.
- Learn key research principals and methods.
- Learn to study and define market areas.
- Learn the importance of establishing context between varying market areas.
- Learn the process of setting market expectations.
- Learn to present market, business, and property information sequentially.

Required Tools/Texts

- Excel – Market Study Data
- Listing Presentation deck

BD-10000 Real Estate Investor Metrics- Introduction to Finance (Weeks 11 & 12)

Course Description: Students are taught real-world application of finance concepts including debt service calculation, time-value-of-money, and investment analysis. The culmination of this course involves student development of a complete real-world investment proforma assessing the potential for purchase of residential investment properties.

Objectives

- Learn the principals of real estate cash flow.
- Learn the parameters the drive appropriate purchasing decisions.
- Learn to differences between a Tribe and a database.

Required Tools/Texts

- Textbook: Residential Finance Principals
- Excel Rent Return Model

REAL ESTATE INSTRUCTORS



MARK A. HAYES, CCIM, PH.D.(C)
Senior Fellow | Stockworth Institute



Mr. Hayes is a 39-year practicing real estate broker within experience spanning the entirety of the field.

As a strategic consultant to global private equity and investment firms, Mr. Hayes has advised in areas of economic development, strategic growth, and real estate marketing.

Recognized as an industry expert in brand positioning, his focus today on narrative storytelling and narrative development has aligned him with some of the largest names in corporate America.



JASON SCHMIDT, MBA, CCIM
Senior Fellow | Stockworth Institute
President & Broker | Stockworth Companies



Mr. Schmidt is career-long real estate practitioner with experience across a variety of residential and commercial sectors. Areas of practice experience include general brokerage, residential & commercial development, institutional investment, and real estate finance.

Over his 20-year career, Mr. Schmidt has brokered thousands of transactions and billions of dollars in real estate sales and equity placement. He is a recognized industry expert in real estate valuation, finance, and real estate economics.

SECTION 1: PRIMARY COURSE INTRODUCTION

RECOMMENDED COURSE OUTLINE

WEEK 1: INTRODUCTION TO THE RESIDENTIAL PRACTICE

Day 1 – Monday

Lesson: Residential Product Types & Architecture

Activity: Review the Stockworth Product and Architecture Review Sheets

Activity Completed _ / _ / _ **Date Completed**

Day 2 – Tuesday

Lesson: Construction Methods & Types

Activity: Review the Stockworth Construction Method & Types Review Sheets

Activity Completed _ / _ / _ **Date Completed**

Day 3 – Wednesday

Lesson: Landscaping Styles and Applications

Activity: Review the Stockworth Landscaping and Application Review Sheets

Activity Completed _ / _ / _ **Date Completed**

Day 4 – Thursday

Lesson: Introduction to the Residential Sales Process and Stockworth Growth Mindset

Activity: Review the Residential Sales Process Timeline and the Growth Mindset slide within the Getting Started presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 5 – Friday

Lesson: Specialty Lecture with Roy Reid: The Trust Transformation (Part 1 of 3)

Activity: N/A

Activity Completed _ / _ / _ **Date Completed**

COURSE TIP

Commit to business planning, routine, and tracking habits early. The sooner these practices become habit, the fewer problems you will have long-term and the more scalable your business will become.

Day 6 – Monday

Lesson: Central Command & Control – CCC is your workspace. It is the area in which you will spend your working time separate of in-field work. Your CCC is a specifically designed environment intended to drive your productivity when working within that space.

Routine, Planning, & Time Management – Defining consistent routines creates a series of habits which leads to you developing activity trends. Every successful real estate practitioner is extremely disciplined in maintaining routines.

Activity: Set up, arrange, and organize your working environment. Review “Central Command & Control” within Getting Started presentation. Review “Practices & Habits” with Getting Started presentation. Define initial daily, weekly, and monthly routines.

Activity Completed _ / _ / _ **Date Completed**

Day 7 – Tuesday

Lesson: Activity and Accountability Tracking Sheets – Learn the benefits of tracking what you do.

Activity: Review your weekly activity tracking booklet, review “Activity and Information Tracking” within Getting Started presentation and familiarize yourself with the Sales Detail worksheet within the Business Planner-Tracker Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 8 – Wednesday

Lesson: Communication & Cooperation – How you communicate with clients, vendors, and industry practitioners will create your growth capacity within local markets.

Activity: Study communication and cooperation slides within Getting Started presentation. Research top 10 agents in your market. Learn the names and practice areas of those top performing practitioners.

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

The failure of many businesses and professionals often comes down to a failure to plan. 10000-SB equips students to enter a professional practice with a rooting in business planning and tracking business outcomes. Students will measure stated objectives against ongoing performance and understand whether they are on track to accomplish the stated goal(s).

Day 9 – Thursday

Lesson: Inventory and Business Tracking – Students will learn the importance and methods of tracking active inventory and ongoing business transactions.

Activity: Familiarize yourself with the Inventory and Sales Detail sheets within the Business Planner-Tracker Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 10 – Friday

Lesson: Profit and Loss – Learn the basics of tracking sales, revenue, expenses, and profit.

Activity: Familiarize yourself with P&L worksheet within the Business Planner-Tracker Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

COURSE TIP

Approach this course looking through the lens of market capacity, your ability to absorb available market share. Be honest with your assessment of potential markets, pricing segments and your ability to capture the share of any given market within the context of your sales goal.

Day 11 – Monday

Lesson: Farming Principals & Basic Farming Concepts – Learn the difference between high-level markets and individual farm market areas used for later research.

Activity: Research one (1) farm market area.

Activity Completed _ / _ / _ **Date Completed**

Day 12 – Tuesday

Lesson: Goal Setting within the Farming Concept – Learn the process of reverse engineering a financial goal into a defined sales goal.

Activity: Familiarize yourself with Farm Allocation Excel workbook. Populate the Goal Setting worksheet within the Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 13 – Wednesday

Lesson: Market and Farm Research – Learn from where and how to export, study, and analyze farm data.

Activity: Identify your first farm market and populate Farm 1 within the Farm Allocation Excel workbook. Review “What are Markets?” and “Important Elements of Macro Markets” within the Farming presentation.

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

Many real estate practitioners either fail to assess markets within the context of their participation within those markets or neglect to understand the capacity of any given market to withstand their entry into that market. MA-10000 teaches real estate practitioners to position themselves within a variety of markets within the state's purpose of attaining a sufficient market share to accomplish both a sales and income generating goal.

Day 14 – Thursday

Lesson: Daily Farm Research & Tracking and Farming Activities– Learn to use the daily farm research sheets as well as what activities on a daily, weekly, and monthly basis can benefit your overall farm outreach.

Activity: Study communication and cooperation slides within Getting Started presentation. Research top 10 agents in your market - Learn the names and practice areas of those top performing practitioners.

Activity Completed _ / _ / _ **Date Completed**

Day 15 – Friday

Lesson: Presenting Farm Data – Learn how to deliver farm information & updates via social media, personal networks, and other electronic methods.

Activity: Review “Market Statement Formula” within the Farming presentation, prepare your unique Market Statement, and review the social media and email graphics within the course downloads section for farm data reporting.

Activity Completed _ / _ / _ **Date Completed**

WEEK 4: ESTABLISHING YOUR FARM PRESENCE

Day 16 – Monday

Lesson: Picking your farm – Your top market area(s).

Activity: Identify your top three (3) farm areas.

Activity Completed _ / _ / _ **Date Completed**

Day 17 – Tuesday

Lesson: Building relationships and becoming known within your farm – Top three (3) primary relationship categories.

Activity: Identify your close relationships, create a list of all businesses within your farm, and identify whale categories.

Activity Completed _ / _ / _ **Date Completed**

Day 18 – Wednesday

Lesson: Building a farm swarm – Maximizing exposure as a campaign.

Activity: Identify criteria for mailing, develop video and static content for social media posting and advertising, assemble farm call list, identify businesses to personally visit.

Activity Completed _ / _ / _ **Date Completed**

Day 19 – Thursday

Lesson: Deploying the farm swarm and follow-up – Touching the market.

Activity: Construct landing page, schedule social media posts, organize mailing schedule. Review social media engagement (comments, leads, inquiries, etc.) call lists, landing page leads, local businesses, etc.

Activity Completed _ / _ / _ **Date Completed**

Day 20 – Friday

Lesson: Specialty Lecture with Roy Reid – The Trust Transformation (Part 2 of 3)

Activity: N/A

Activity Completed

— / — / — **Date Completed**

COURSE TIP

Focus on concept and process. Do not focus on math. The more you focus on the concepts that drive process, the clearer the philosophy of valuation becomes.

Day 21 – Monday

Lesson: The Home Inventory Process – Learn to identify those elements of any given property that can create or drive unique value within the market.

Activity: Review inventory checklists and worksheets.

Activity Completed _ / _ / _ **Date Completed**

Day 22 – Tuesday

Lesson: Introduction to Value Concepts – Comparison, Replacement, and income.

Activity: Download the Residential Valuation textbook and review table of contents. Review the outline of upcoming sections within the three value concepts.

Activity Completed _ / _ / _ **Date Completed**

Day 23 – Wednesday

Lesson: Understanding Comparison & Research – Learn the elements of any given property that are best positioned for comparison and the research methods & criteria used to identify comparable properties or metrics.

Activity: Review research and selection criteria within the Residential Valuation textbook

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

Accurate real estate valuation defines the distinction between a real estate agent and real estate practitioner. RV-10000 combines years of empirical professional experience, appraisal methods, and easy-to-use tools deployed by existing real estate practitioners to create thoughtful, defensible, and professional residential valuations. Following the completion of this course, students will be equipped to present and intelligently defend a home valuation.

Day 24 – Thursday

Lesson: Learn to use the Excel tools that have been built for each of the three (3) primary valuation methods.

Activity: Download and familiarize yourself with the Excel tools.

Activity Completed _ / _ / _ **Date Completed**

Day 25 – Friday

Lesson: Anatomy and function of the Excel tools

Activity: Review concepts from the preceding week and prepare for Week 6.

Activity Completed _ / _ / _ **Date Completed**

WEEK 6: VALUATION EXECUTION

Day 26 – Monday

Lesson: Identification of value method and constraints.

Activity: Select your subject property and populate the Property & Market Inputs and Subject Property sections within the Property Input Sheet of the Stockworth Property Assessment Worksheet.

Activity Completed _ / _ / _ **Date Completed**

Day 27 – Tuesday

Lesson: Subject and comparable property research.

Activity: Research subject property history within public records databases, search building permit and lien history, identify comparable properties and populate the remainder of the Property Input Data within the Stockworth Property Assessment Worksheet.

Activity Completed _ / _ / _ **Date Completed**

Day 28 – Wednesday

Lesson: Measuring the value output and specialty adjustments.

Activity: Review the appropriate value sheet output (general or luxury) and quantify any additional specialty adjustments. Review specialty adjustment principals within the Residential Valuation textbook.

Activity Completed _ / _ / _ **Date Completed**

Day 29 – Thursday

Lesson: Replacement cost and land basis.

Activity: Using the Cost Approach Excel workbook, identify the replacement cost of the subject property.

Activity Completed _ / _ / _ **Date Completed**

Day 30 – Friday

Lesson: Income approach to value.

Activity: Using the Income Approach worksheet, identify the income value of the subject property. Research the rental market within the immediate vicinity of the subject as a basis for rental income potential.

Activity Completed _ / _ / _ **Date Completed**

COURSE TIP

View all course content through the lens of becoming a connector. The better you are able to triangulate relationships and connect people with one another, the more productive and profitable your relationships will become.

Day 31 – Monday

Lesson: What is a Tribe? – Learn the makeup of your business network, the four (4) principal Tribal categories, the Tribe tracker sheets, and the difference between a Tribe and a database.

Activity: Review Elements of Your Tribe slide in Tribe presentation. Identify initial Tribe members across the four (4) Tribe categories and populate those individuals within the Tribe tracker sheets.

Activity Completed _ / _ / _ **Date Completed**

Day 32 – Tuesday

Lesson: Build Your Tribe – Learn how to start your Tribe

Activity: Review “Form Your Tribe” and “Tribe Building” slides within the Tribe presentation.

Activity Completed _ / _ / _ **Date Completed**

Day 33 – Wednesday

Lesson: Tribe Management Theory – Learn how to manage and grow relationships within your Tribe.

Activity: Review “Do Not be Complacent” and “Tribe Maintenance” within the Tribe presentation.

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

BD-10000 teaches tried and true methods and systems to build and manage a close group of people who drive business for the practitioner. Many licensed professions from law to accounting require the development, management, and growth of a personal business network, your Tribe. This course uses systems and methods deployed by existing practitioners to build and manage your Tribe.

Day 34 – Thursday

Lesson: Connect with Your Tribe – Learn the methods and frequency of connection with members of your Tribe.

Activity: Review “Connection Frequency” and “Sample Tribe Connections” within the Tribe presentation.

Activity Completed _ / _ / _ **Date Completed**

Day 35 – Friday

Lesson: Tribe Schedule – Deploy the lessons learned within Routine, Planning, & Time Management to build your Tribe schedule.

Activity: Finalize your initial Tribe membership and begin using Tribe Maintenance outreach methods to touch the first members of your Tribe.

Activity Completed _ / _ / _ **Date Completed**

WEEK 8: RELATIONSHIP LEADERSHIP

Day 36 – Monday

Lesson: Four (4) primary elements of leadership.

Activity: Review Elements of Leadership slide within Tribe presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 37 – Tuesday

Lesson: Communication vs. connection.

Activity: Review Communication vs. Connection slide within Tribe presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 38 – Wednesday

Lesson: Developing influence.

Activity: Review Influence Inventory slide within Tribe presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 39 – Thursday

Lesson: Steps to developing personal connection.

Activity: Review Steps to Connection slide within Tribe presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 40 – Thursday

Lesson: Leading your Tribe and developing your Pitch.

Activity: Review What is our Pitch?, Defining Self, What is my Niche?, Assemble Pitch, and Importance of Pitch slides within the Tribe Presentation deck.

Activity Completed _ / _ / _ **Date Completed**

COURSE TIP

This course is all about context and expectations. All market information, personal information, and property information should establish context to setting later expectations.

Day 41 – Monday

Lesson: The Market – Learn to identify and study data from the largest segment of information we will present to a property owner as we begin the Macro to Micro presentation format.

Activity: Identify the market you will study, export market data from your MLS and import that into the Market Study Data Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 42 – Tuesday

Lesson: The Neighborhood – Learn to identify and study data from the Neighborhood level and how the subject property

Activity: Search and Export data from the Neighborhood level of your data search and populate that data into the Neighborhood input of the Market Study Data Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 43 – Wednesday

Lesson: The Property – Learn how the subject property compares to the overall activity within the Neighborhood and how we begin to set expectations with an owner about the potential range of value their property may fall within.

Activity: Search Neighborhood Sold, Pending, and Active properties, export that data into their respective sheets within the Market Study Data Excel Workbook. Then, enter subject property data into the Property comparison sheet.

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

A listing presentation is the coming together of all previously learned real estate business skills. Real estate practitioners who are equipped to articulately present market data as is taught within LP-10000, place their credentials within the context of a homeowner's position, and thoroughly explain the sales process are measurably more equipped to handle any given real estate transaction and earn the business they are seeking.

Day 44 – Thursday

Lesson: The Selling Process – Learn the value of setting expectation with a property owner and what elements of that process are most important for an owner to thoroughly understand prior to listing.

Activity: Review The Selling Process slides within the Listing Presentation deck and study “The 10 Things.” Role playing delivery of “The 10 Things.”

Activity Completed _ / _ / _ **Date Completed**

Day 45 – Friday

Lesson: Your credentials and learning to set yourself apart from your competition.

Activity: Review My Credentials slide within the Listing Presentation slide deck.

Activity Completed _ / _ / _ **Date Completed**

WEEK 10: PREPARING FOR THE PRESENTATION

Day 46 – Monday

Lesson: Preparing for your listing presentation - What to do and how to do it.

Activity: Review “Before the Presentation” and “What to Bring with You” within the Listing Presentation deck. Select a property to use when perform your final listing presentation.

Activity Completed _ / _ / _ **Date Completed**

Day 47 – Tuesday

Lesson: Arriving at the property and meeting the owner – How to carry yourself and lead the meeting.

Activity: Review “Arrive Intentionally,” “When you Arrive,” and “When Greeting the Client” slides within the Listing Presentation deck.

Activity Completed _ / _ / _ **Date Completed**

Day 48 – Wednesday

Lesson: The macro-to-micro way of thinking – How we present data, information, and stories to create context for the client.

Activity: Complete the Market, Neighborhood, and Property sections within the Market Study Data Excel workbook.

Activity Completed _ / _ / _ **Date Completed**

Day 49 – Thursday

Lesson: Your presentation.

Activity: Group activity – Role playing the presentation.

Activity Completed _ / _ / _ **Date Completed**

Day 50 – Friday

Lesson: Specialty Lecture with Roy Reid – The Trust Transformation (Part 3 of 3)

Activity: Group activity – Role playing the presentation.

Activity Completed _ / _ / _ **Date Completed**

COURSE TIP

Do not let the idea of finance intimidate you. Much like RV-10000 (valuation), emphasis should be placed on process and concept rather than the execution of math functions. Focus on the context and application of lessons.

Day 51 – Monday

Lesson: Introduction to Real Estate Finance and the HP1-bii Calculator – Learn what metrics are relevant to real estate finance and how the financial calculator will aid in the decision-making process.

Activity: Familiarize yourself with the HP10bii financial calculator.

Activity Completed _ / _ / _ **Date Completed**

Day 52 – Tuesday

Lesson: Using the Financial Calculator – Learn the use and application of the financial calculator's five (5) primary financial functions.

Activity: Review practice question sheet located within the Finance course downloads.

Activity Completed _ / _ / _ **Date Completed**

Day 53 – Wednesday

Lesson: Introduction to Investment Criteria and the Stockworth Rent Return Model – Learn investment concepts and applications of the previously reviewed finance functions including IRR and NPV.

Activity: Familiarize yourself with the Stockworth Rent Return Model and select property to assess.

Activity Completed _ / _ / _ **Date Completed**

REAL-WORLD APPLICATION

One any given day, whether helping a buyer understand their mortgage cost position, an investor to understand the potential value of a rental property, or a seller understand how to best position price of their home within current lending parameters, RF-10000 provides to the practitioner all of the necessary tools to accomplish these tasks and more.

Day 54 – Thursday

Lesson: Populate Rent Return Model – Learn the input methods and functions of the model and how variables affect one another.

Activity: Input all property attributes and purchase elements into the model.

Activity Completed _ / _ / _ **Date Completed**

Day 55 – Friday

Lesson: Scenario Analysis – Learn the various areas in which model outputs can be affected by the modification of various inputs such as purchase, expense, and debt service areas.

Activity: Modify one (1) or a combination of model inputs to affect its final output and measure which inputs most acutely affect the model's objective of reaching the stated hurdle requirements.

Activity Completed _ / _ / _ **Date Completed**

WEEK 12: IDENTIFYING POTENTIAL INVESTMENTS

Day 56 – Monday

Lesson: Investment property types – Appropriate property classes for varying investors.

Activity: Review the Investor Consideration Quick Guide.

Activity Completed _ / _ / _ **Date Completed**

Day 57 – Tuesday

Lesson: Investment considerations – What property attributes are best suited for investors vs. owner-users.

Activity: Review the Investor Consideration Quick Guide.

Activity Completed _ / _ / _ **Date Completed**

Day 58 – Wednesday

Lesson: Identify potential real-world investment property.

Activity: Identify potential property and complete the Potential Investment Checklist.

Activity Completed _ / _ / _ **Date Completed**

Day 58 – Thursday

Lesson: Identify potential performance metrics – The value of the opportunity.

Activity: Fully populate the Rent Return Model.

Activity Completed _ / _ / _ **Date Completed**

Day 58 – Thursday

Lesson: Identify potential performance metrics – The value of the opportunity.

Activity: Fully populate the Rent Return Model.

Activity Completed _ / _ / _ **Date Completed**

SECTION 2: LECTURE SERIES

OH-12000 OPEN HOUSES, BROKER OPENS, AND EVENTS

Open house events represent an opportunity often squandered by real estate practitioners. Conventional wisdom within the real estate industry states these events serve as one or a combination of two purposes. The first is satisfying the homeowner. The second is acquiring buyers. There is a third outcome that not only satisfies the homeowner but also drives buyer business, all while working towards our stated objective with any listing, selling the home.

MK-12000 MARKETING AND BRANDING

The concept of marketing within the real estate industry is often caught up in the fashionable marketing trends of any given period. While there is value to some trendy activity, the purpose of marketing efforts is often lost. This specialty lecture identifies the differentiation of marketing vs. branding and how a concerted effort to enjoin the two leads to much greater long-term success than spray-and-pray methods of outreach.

From social media to video production to print collateral to copywriting, real estate marketing encompasses a vast landscape of materials and distribution mediums. Different products require different approaches to market exposure. Within this lecture series, the various avenues for real estate marketing are addressed and best practices for ongoing campaigns are explained.

SS-12000 STRUCTURED SHOWINGS

There are certain properties may allow for the use of a lock box. Others will mandate our presence. For those specialty properties for which we must attend every showing, the process of conducting a structured showing is a rarely observed let alone mastered. Within this lecture, we will explore the beginning, middle, and end of the showing process within the context of creating an experience for both the buyer and the buyer's agent.

FO-12000 FOR SALE BY OWNER

FSBOs are a category in and of themselves. How FSBO owners are approached and how we communicate with them are key skills to developing the potential for conversion of a FSBO owner to a direct seller client. The methods for identifying and quantifying value are discussed in detail and are intentionally designed to generate maximum potential for FSBO efforts.

AD-12000 BUYING THE AMERICAN DREAM

Home ownership is often at the core of the American dream. This specialty lecture uses Stockworth's proprietary home ownership model to demonstrate an individual's ability to use their first home purchase to grow a real estate portfolio and retires in the future.

SECTION 3:

SPECIALTY COURSES

CR-12000 COMMERCIAL REAL ESTATE

Take your residential knowledge to the next level with this specialized course on commercial real estate. Across several property sectors and product types, commercial sales and leasing is discussed in detail. Students will learn how the commercial sales process works, important elements of all main commercial property types, and key attributes and classifications of property sub-types.

LX-12000 LUXURY REAL ESTATE

Consistent business within the luxury real estate sector is the pinnacle of the residential real estate practice. Those who are successful within the luxury market have a skill, knowledge, and relationship set very different from the common residential practitioner. Within this specialty course, we will identify those attributes and practices of highly successful luxury practitioners to set you on a path to growing your presence and business within the luxury real estate market.

EC-12000 REAL ESTATE ECONOMICS

Understanding how markets work and what levers affect market activity and direction is critical to your higher-level understanding of real estate. From government action to drivers of supply and demand, students will learn the top areas of economic importance and their application to various areas of the real estate practice.

RA-12000 RESIDENTIAL MARKET ANALYST

The ability to observe market activity and identify trends will allow for the expansion of your market knowledge. Designed for in-office analysts, this specialty course takes a deep look into the inner workings of local real estate markets and the interconnection of various market performance attributes.

LD-12000 LEADERSHIP

“Attitude is not everything, but it is the difference maker.” Spoken by leadership speaker, John C. Maxwell, this statement embodies the core of Stockworth’s leadership philosophy. Within this specialty course, actionable leadership principals are discussed to transform your day-to-day interpersonal journey into one that provides scalable personal and professional growth.

IV-12000 INVESTMENT PROPERTY

As a succinct follow-up to RF-10000, this specialty investment property course looks deeply into the considerations one should make in their assessment of a not only the financial parameters of a potential property, but the practical factors as well. From those properties that we should stay away from to those we should run towards, we will assess real-world investment opportunities

and determine whether or not those meet our overall criteria.

TT-12000 THE TRUST TRANSFORMATION

Trust is one of the most important foundational elements to not only business, but life. Trust expert, Roy Reid, is the co-author of The Trust Transformation, a corporate leadership course that has been taught to 10's of thousands of employees and corporate leaders across the United States.

ON-12000 OBJECTIONS AND ADVANCED NEGOTIATION WITHIN REAL ESTATE

Negotiation is by far one of the least emphasized skills within real estate professional training. Like many other elements of the professional practice of real estate, negotiation is both an art and a science. This lecture course identifies key strategies and philosophies behind successful negotiation within real estate transactions and how to overcome common objections received by real estate practitioners.

BQ-12000 WORKING WITH BUYERS & QUALIFICATION

Working with buyer can sometimes feel like a waste of time. You've shown a buyer multiple properties and have yet to prepare an offer. This issue often comes down to mismanagement of the process and failure to set proper expectations with a buyer. We then may find out that the buyer is not pre-approved for the price segment in which we are showing those buyers property.

This lecture course is designed to work through the efficiency and expectation setting process. We will work through how to set proper expectations with buyers by quantifying their decision making as well as do our own research to develop an understanding of financing metrics used by lenders so that we may qualify buyers for our own time saving efforts.