

2012 Calendar

GREC Brokerage Course & Trust Accounts Class Dates:

- February 1 & 2, 2012
www.gamls.com
- February 15 & 16, 2012
www.augustarealtors.com
- March 7 & 8, 2012
MetroSouth
www.msar.org
- March 28 & 29, 2012
GIRE
learningrealestate.com

Common Violations Class Dates:

- February 21, 2012
Thomasville Board
229-227-8078
- February 22, 2012
229-883-6664
Albany Board
- February 23, 2012
Middle Georgia Assoc.
478-471-7336

New documentation required to renew your license. [Click Here](#) to obtain the instructions.

[Click here to see GREC Disciplinary Sanctions](#)

Georgia Real Estate Commission
Suite 1000
International Tower
229 Peachtree Street NE
Atlanta, GA 30303-1605
Phone 404-656-3916

Begin with the Begin with the End in Mind.

Stephen Covey, *The 7 Habits of Highly Effective People*

Sales Meeting & Training Tips

January brings the opportunity to do things differently, better, and be more proactive in your professional and personal endeavors. Begin the New Year with the end in mind; have a clear purpose. Stephen Covey wrote the well known book, [The 7 Habits of Highly Effective People](#). Habit 2 states "*Begin with the End in Mind means to begin each day, task, or project with a clear vision of your desired direction and destination, and then continue by flexing your proactive muscles to make things happen.*"

Brokers must set schedules, marketing programs, budgets, and priorities for the New Year. Consider the following suggestions to help create a new approach to those weekly sales meetings with licensees, or to spur a new idea to accomplish your goals.

1. Present snippets of information at sales meetings instead of lengthy speakers and then discuss the issue with real situations.
2. At the next sales meeting, use actual situations involving affiliated licensees to conduct role play training exercises while incorporating firm policies and procedures.
3. To develop better information-gathering and decision-making skills, print and use the case scenarios in the online resource, [A Study Guide for the Georgia Broker Simulation Examinations](#). Simulation Exercises are also available from <http://www.goamp.com/>.
4. Review the firm Internet policy at the next sales meeting:
 - a. Review firm and licensee business, real estate, and personal websites for compliance with License Laws, Rules, and Regulations.
5. Form a technology group:
 - a. Brainstorm ideas for marketing the firm and listings.
 - b. Consider the appropriate use of QR Codes to help market property listings.
 - c. Develop a list of useful web sites and links to share among the firm's licensees.
 - d. Determine the software used by agents for contact management, marketing, and presentations, and evaluate efficiencies to be gained by mutual training.
 - e. For technical support, evaluate using a tech help line that is included in the membership fee for several real estate associations.
 - f. Set up systems or teams to help evaluate and improve agent productivity.

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Free GREC CE Courses Online

1.
"Avoiding Trust
Account Trouble"
2.
"Being a Broker
& Staying Out of
Trouble"
3.
"Practicing Real
Estate & Staying
Out of Trouble"

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Sales Meeting & Training Tips

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6. Consider training for licensees that can be accomplished with technology.
 - a. Review or critique video clips of sales presentations or mock negotiations.
 - b. Require affiliated licensees to take certain courses or topics: license laws, trust accounts, contracts (GREC offers in-class as well as online courses at little or no charge www.grec.state.ga.us)
7. Provide speakers to help agents with financial management.
8. Review records maintenance procedures and the current data back-up system or consider an off-site back up copy of data files.
9. Review the issues other Brokers consider the [Toughest Issues in Brokerage Management](#) and ideas for solutions.

There is a wealth of information and ideas to be found from talking with other Brokers, becoming familiar with the [GREC web site](#), and the resource section of the [GREC School web page](#).

GREC Annual School Meeting

In December 2011, the Georgia Real Estate Commission held the Annual meeting of schools and instructors licensed by GREC. There are currently 356 schools approved to offer real estate courses for credit in Georgia. A [list of real estate & appraisal schools](#) is available on the GREC web site.

The focus of the meeting addressed instruction techniques and diversity in generational learning methods. During a two-day conference, 184 attendees consisting of school directors, owners, instructors, and school administrators were given updates in regulatory issues and gained insight from fellow industry peers.

One of the suggested training tips for instructors, as well as Brokers, included presenting small bits of information at a time, especially to younger trainees. A short online video with sound bites may be more effective with younger generations than an hour lecture. Using humor in training has a positive effect and can make attendees more comfortable as well.



Focus on Terminology: "Community Improvement District (CID)"

In an economy where budgets are tight, existing and new developments look for alternatives to support burgeoning traffic problems, encourage energy efficiency, and provide environmentally friendly services. State legislation allows the creation of **Community Improvement District (CID)** through a vote by the majority of the corporate property owners in the defined district. A Community Improvement District is a non-profit, self-taxing organization. Commercial property owners agree to assess themselves additional ad-valorem real estate taxes in order to address critical issues such as traffic and safety, and that money is collected by the Tax Commissioner.*

One example is the Community Improvement District in the Perimeter Mall area in DeKalb and Fulton Counties. The property owners of office buildings as well as retail and other commercial buildings voluntarily participate in a program that "taxes" themselves to collectively provide services to enhance the use of the community. Services such as local shuttle buses, development of walking paths, and directing traffic help alleviate congestion and encourage more foot traffic. These enhancements lead to more business for the district overall.

Other CID's are in place in Georgia and these services are often seen as an advantage to prospective tenants and business owners as they display not only a sense of community, but cooperation with a non-profit that promotes business.

*<http://www.perimetercid.org/faq.html>