

100TH ANNIVERSARY



1921

REALTORS[®]
ASSOCIATION
of Hamilton-Burlington

2021

EMPOWERING RAHB REALTORS[®] TO SUCCEED



**Professional Development Schedule
February to May 2021**

Starting **January 26**, RAHB will be selling the **2021 Professional Development All-Access Pass** for \$100. This pass is valid for any non-designation course offered between **February 1 and December 31, 2021** that has a value of \$45 or less. Consider the savings! You only need to take two or three courses to get your money's worth for the year – and you can register for as many of the eligible courses as you want until December 31 of this year – all for only \$100! Check out the courses below - and those are only the ones being offered for the the first four months!



How to buy your pass

Login to my.rahb.ca and click on the *RAHB Education and Account Services* icon. You must complete your purchase BEFORE you register for any courses. Once your **2021 Professional Development All-Access Pass** is purchased, you can start registering for courses at no charge!

Questions? Contact Angela at angelam@rahb.ca

COURSES AT A GLANCE

DATE	COURSE	PRICE	INCLUDED IN PDPASS
Tues., Feb. 2, 2021	Social Legends	\$45+HST	✓
Mon., Feb. 8, 2021	Forms to Enhance Your Professionalis	\$25+HST	✓
Tues., Feb. 9, 2021	PREC's a Legal Perspective	FREE	✓
Thurs., Feb. 11, 2021	Financial Planning – Tax Efficient Saving & Retirement Income	FREE	✓
Thurs., Feb. 18, 2021	FINTRAC Legal Update	\$45+HST	✓
Thurs., Feb. 18, 2021	Multiple Offers	\$45+HST	✓
Wed., Feb. 24, 2021	Know thy Enemy – Propect or Predator?	\$30+HST	✓
Thurs., Feb. 25, 2021	Making Sense of Online Marketing	FREE	✓
Fri., Feb. 26, 2021	Understanding Reverse Mortgages & Power of Sale	\$25+HST	✓
Mon., Mar. 1, 2021	Top 5 Tips for Preparing a Cold Call	\$45+HST	✓
Wed., Mar. 17, 2021	Getting the Buyer Representation Agreement (BRA)	\$45+HST	✓
Thurs., Mar. 25, 2021	Email Marketing 2.0 – Generate More Business	\$15+HST	✓
Fri., Mar. 26, 2021	Are You in Compliance	\$25+HST	✓
Wed., Mar 31, 2021	Sitting Disease	\$30+HST	✓
Thurs., Apr. 8, 2021	Buyer Beware! The Buyer's Duty to Inspect; The Broker's Duty to Protect	\$45+HST	✓
Fri., Apr. 9, 2021	Perfecting Sales Techniques to Serve Baby Boomers	\$25+HST	✓
Wed., Apr. 14, 2021	MULTI-RES – A Financial Snapshot	\$30+HST	✓
Thurs., Apr. 15, 2021	Instagram 360 for the Real Estate Professional	\$15+HST	✓
Thurs., Apr. 16, 2021	Incorporation: Maximize Your Wealth and Save on Tax	\$15+HST	✓
Fri., Apr. 23, 2021	Simplifying Legal and Finances for Baby Boomers	\$25+HST	✓
Thurs., May 6, 2021	Brain Foods & Stress Solutions	\$30+HST	✓
Fri., May 7, 2021	Negotiating with Buyers, Sellers and Co-operating Agents	\$25+HST	✓
Tues., May 18, 2021	Lead Generation Day 1	\$15+HST	✓
Wed., May 19, 2021	Lead Generation Day 2	\$15+HST	✓
Wed., May 26, 2021	Mind Health: Building Mental Resilience	\$30+HST	✓
Thurs., May 27, 2021	Presenting Offers Effectively	\$25+HST	✓

■ Social Legends

Tuesday, February 2, 2021

2 p.m. – 4 p.m.

\$45^{+HST}

Instructor: *Rebecca Mountain*

In this session you will learn:

- How becoming “legendary” at anything has nothing to do with how smart you are, It has everything to do with how consistently you practice the habits and systems that deliver income
- Seek the cure of overwhelm of complicated programs and allow you to focus on generating money
- How to become legendary in your field

■ Forms to Enhance Your Professionalism

Monday, February 8, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session, you will learn:

- The different forms that the real estate professional should be using on a regular basis
- How to use the forms to the fullest and remind everyone of the importance they serve
- Demonstrate your professionalism by understanding the use of these forms

■ PREC’s a Legal Perspective

Tuesday, February 9, 2021

10 a.m. – 10:30 a.m.

FREE

Instructor: *John Figol*, Ross Rumbell Business Law

Join us for this webinar with John Figol, who will outline the legal requirements of incorporating a personal real estate corporation (PREC).

- Learn about the advantages/disadvantages of conducting business through the PREC.
- Learn about the cost, annual obligations, and other requirements of incorporating.
- Open Q&A

■ Financial Planning – Tax Efficient Saving & Retirement Income

Thursday, February 11, 2021

10 a.m. – Noon

FREE

Instructor: *Matt Ferro*, Consultant, IG Wealth Management

In this session you will learn:

- How to plan for a successful financial future based on your needs, goals, and current financial status
- Discuss ways how to save tax-efficiently both personally and corporately
- Provide information on how to forecast tax-efficient retirement income based on investments, real estate and other assets

■ FINTRAC Legal Update

Thursday, February 18, 2021

10 a.m. – 11 a.m.

\$45^{+HST}

Instructor: *Mark Weisleder*, LL.P

In this session you will learn:

- Understand what FINTRAC auditors look for
- Learn what to ask whenever a new prospect contacts you
- Make sure your own FINTRAC policy is up-to-date
- Understand the requirements when you are dealing with a corporation, estate trustee or Power of Attorney as a client
- Learn how to properly identify a client, even if there is no picture ID available
- Learn how to keep a record of all training requirements
- Learn what to do to reduce risk when dealing with an overseas client
- Learn how to complete a risk assessment form

■ Multiple Offers

Thursday, February 18, 2021

1 p.m. – 3 p.m.

\$45^{+HST}

Instructor: *Bill Johnston*, M.A., LL.B

In this session you will learn:

- How to prepare for multiple offer situations whether you represent the seller, the buyer or both
- Preparation of the seller, preparation of the buyer the rules of multiple offer presentations,
- Multiple representations and multiple offers, auctions and multiple offers in a buyer's market

■ Know thy Enemy – Prospect or Predator?

Wednesday, February 24, 2021

10 a.m. – Noon

\$30^{+HST}

Instructor: *Rob Andress*

In this session you will learn:

- Strategies to avoid violence in the real estate profession
- How to be aware of certain scenarios
- Tips to prepare when showing a property to a new client

■ Making Sense of Online Marketing

Thursday, February 25, 2021

10 a.m. – Noon

FREE

Instructor: *Mark Brodsky*, Constant Contact

In this session you will learn:

- How people find you online
- How to set yourself up for success
- How to encourage new and repeat business

■ Understanding Reverse Mortgages & Power of Sale

Friday, February 26, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- How Reverse Mortgages and their increasing importance in today's market especially with the Baby Boomer generation
- Practical tips to understand the Power of Sale market
- Improve your effectiveness to enhance your professionalism

■ Top 5 Tips for Preparing a Cold Call

Monday, March 1, 2021

10 a.m. – 11:30 a.m.

\$45^{+HST}

Instructor: *Nicole Attias*

Over the phone, professionals only have a few minutes to grab the attention of their audience, especially in real estate. Having a good script helps maintain one's focus. Emotion over the phone is also difficult to ignore. Vocal tone is one of the best cues to assess if you are proceeding in the right direction with your clients and prospects. It is always effective to have the next step in mind when reaching out to prospects. Having a plan is crucial. While rapport is important, your focus should always be on point. The reason to pick up the phone is to ask for the meeting, send information or follow up. This program will cover the following top 5 cold calling tips

- Prepare a good pitch / script
- Project their voice with confidence
- Leave progressive voice messages
- Ask for the next step on every call
- Keep an effective system for future follow up

■ Getting the Buyer Representation Agreement (BRA)

Wednesday, March 17, 2021

1 p.m. – 3 p.m.

\$45^{+HST}

Instructor: *Bill Johnston*, M.A., LL.B

In this session you will learn:

- How to negotiate for the BRA

continued on page 4

continued from page 3

- Practical tools for creating an exclusive, binding and mutually beneficial relationship with motivated, qualified buyer clients
- How to enforce a contract when necessary

■ **Email Marketing 2.0** – **Generate More Business**

Thursday, March 25, 2021

10 a.m. – Noon

\$15^{+HST}

Instructor: *Mark Brodsky*, Constant Contact

In this session you will learn:

- Increase email signups with dynamic forms
- Engage new subscribers with a simple automated series
- Use click segmentation and automation to send more timely and relevant emails
- What it means to personalize your email campaigns
- How to add simple personalization to your emails

■ **Are You in Compliance?**

Friday, March 26, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- How to fully understand the best practices and compliance in:
 - New Advertising Guidelines
 - Offers received by the Listing Agent
 - Multiple Offers & Commission Reduction
 - Pre-emptive Offers
 - Lockboxes and advertising

■ **Sitting Disease**

Wednesday, March 31, 2021

10 a.m. – Noon

\$30^{+HST}

Instructor: *Jennifer Ezrin*, Good Life

We are now familiar with “sitting is the new smoking”. Today more than ever, people are

working long hours while sitting at their desks without getting up for breaks or to move much or walk around. Regular movement is a key component of a healthy workday, along with healthy food choices and regular “stress breaks”. This workshop explores the harmful metabolic impacts of sedentary behaviours and will offer tips and techniques for reversing sitting disease.

■ **Buyer Beware! The Buyer’s Duty to Inspect; The Broker’s Duty to Protect**

Thursday, April 8, 2021

1 p.m. – 3 p.m.

\$45^{+HST}

Instructor: *Bill Johnston*, M.A., LL.B

In this session you will learn:

- The buyer’s duty to inspect the property before purchase
- Physical and neighbourhood defects and problems that can influence a buyer’s decision to buy
- Practical tools for the real estate professional to use in order to assist their buyer/clients to fulfill their inspection obligations
- Inspection conditions
- Seller warranties
- Holdbacks
- Closing insurance policies and home warranty policies

■ **Perfecting Sales Techniques to Serve Baby Boomers**

Friday, April 9, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- How to deal with the golden age generation
- How to accommodate their specific needs in today’s market
- Tips on how to approach the 55+ generation

■ **MULTI-RES – A Financial Snapshot**

Wednesday, April 14, 2021

9 a.m. – 10:30 a.m.

\$30^{+HST}

Instructor: *Rick Shelley*

Come Prepared – Have your calculator ready

In this session you will learn:

A key component to a Multi-Residential is to understand the numbers. The calculator is for more than just figuring out a commission! It is also for calculating the value of a Multi-Residential property as well as Cap Rates, Cash Flow Worksheet Analysis, and Equity Return - ALL are important aspects of income-producing properties. This hands-on course will give every sales representative a better understanding of the numbers used in trading in commercial real estate.

■ **Instagram 360 for the Real Estate Professional**

Thursday, April 15, 2021

10 a.m. – 11 a.m.

\$15^{+HST}

Instructor: *Natasha Radjabova*, QSI Social

In this session you will learn:

Part 1 – How-to Theory

- Learn interesting Instagram statistics
- The two things every successful post must have
- Three (3) ways you can promote your content and the difference between a boosted post and an ad campaign

Part 2 – Aesthetic Theory

- The highly overlooked part but a key component to any successful Instagram profile
- How Instagram is a visually based social media platform
- Why appealing feeds matter
- Five things to consider when determining your Instagram aesthetic

■ **Incorporation: Maximize Your Wealth and Save on Tax**

Friday, April 16, 2021

10 a.m. – Noon

\$15^{+HST}

Instructor: *Matt Ferro*, Consultant, IG Wealth Management

This webinar will focus on the benefits of incorporation within your financial plan.

Learn how to:

- maximize your tax savings, wealth accumulation, and estate planning, through a combination of personal and corporate savings

■ **Simplifying Legal and Finances for Baby Boomers**

Friday, April 23, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- The basic legal and financial questions a Real Estate Professional should understand when dealing with the older generation clients such as:
 - Wills
 - Power of Attorney
 - Resident and Non-resident status
 - Financial matters like Old Age Security, CPP, Reverse Mortgages, RRSP'S and RRIF's will be addressed
 - How to skillfully address your clients

■ **Brain Foods & Stress Solutions**

Thursday, May 6, 2021

10 a.m. – Noon

\$30^{+HST}

Instructor: *Jennifer Ezrin*, Good Life

Specific food combinations can enhance or reduce brainpower and stress levels. Learn how various foods affect your brain and how to put them to proper use.

continued on page 6

In this session you will learn:

- How to eat to sharpen brainpower:
 - Nutrients required by the brain – carbohydrates, B vitamins, amino acids
 - Definition and review of neurotransmitters; Tryptophan vs. dopamine
 - Meal planning, antioxidants, stimulants, supplements – effects on cognition

The second half will focus on eating to reduce stress:

- Physiological reactions to stress; effects on digestion
- Foods that stress vs. support the endocrine & nervous systems; Protocols. Good Mood Foods Research shows that probiotics can have a tremendous impact on your disposition

■ Negotiating with Buyers, Sellers and Co-operating Agents

Friday, May 7, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- Negotiation tips when dealing on behalf of your clients, customers and Real Estate Professionals

■ Lead Generation Day 1

Tuesday, May 18, 2021

10 a.m. – 11 a.m.

\$15^{+HST}

Instructor: *Natasha Radajabva*, QSI Social

In this session you will learn:

- How to create a Facebook Business Page and how to connect your Instagram accounts to it
- Five (5) ways to promote your listing on Facebook
- How to create a lead generation campaign

■ Lead Generation Day 2

Wednesday, May 19, 2021

10 a.m. – 11 a.m.

\$15^{+HST}

Instructor: *Natasha Radjaabova*, QSI Social

In this session you will learn:

- The secret weapon to increase your lead conversion rate which is a CRM system
- What tools you need to connect them to your Facebook Ads Manager
- Tools you can use right away to increase your online lead conversion rate
- A six-step nurturing system to keep leads warm until they are ready to convert and how you can automate that system

■ Mind Health: Building Mental Resilience

Wednesday, May 26, 2021

10 a.m. – Noon

\$30^{+HST}

Instructor: *Jennifer Ezrin*, Good Life

In this session you will learn:

- How mental fitness is as important to the body as physical fitness
- How possessing good mental health allows us to be creative
- How to make the most of opportunities and fight stress
- How practicing mental fitness daily will help you achieve and maintain a mentally healthy state
- Explore 12 techniques to develop mental fitness

■ Presenting Offers Effectively

Thursday, May 27, 2021

9:30 a.m. – 10:30 a.m.

\$25^{+HST}

Instructor: *Hugh Foy*

In this session you will learn:

- How to look at both sides of the presentation
- What to do when you represent the Seller client
- What to do when you are the Co-operating Real Estate Professional preparing an offer from your Buyer being presented through the Listing Sales Representative

For more information contact:



REALTORS[®] ASSOCIATION
of Hamilton-Burlington

~ Since 1921 ~

505 York Boulevard, Hamilton, Ontario L8R 3K4
T.: 905.529.8101 x233 F.: 905.529.4349 E.: angelam@rahb.ca
Business Hours: 8:30 a.m. - 4:30 p.m.