



**SAR BTI BROKER TRAINING INSTITUTE**

**REGISTER EARLY & SAVE!**

# Everything You Need to Know About Opening a Brokerage...

... and if Opening an Office is Right for YOU

## SAR'S BROKER TRAINING INSTITUTE

**Fridays in March thru May**

**9:00am - 12noon | SAR Mack Powell Event Center**

Association Members: \$179 for full series (pd by 3/17/15); \$199 (pd after 3/17/15)

Association Non-Members: \$189 for full series (pd by 3/17/15); \$209 (pd after 3/17/15)

\$35 per class (Members); \$45 per class (Non-Members)

Register at [ims.sacrealtor.org](http://ims.sacrealtor.org) or fax form to 779-3945. More info: Brian DeLisi at 437-1210

DATE: **March 20**

PRESENTERS:

**E&O Insurance - John Austin**

**Mortgage Broker - Bob Willett**

**Property Mgmt. Broker - Bob Thomas**

**Commercial Broker**

### **Broadening Your Scope/E&O Insurance**

Brokers who specialize in different aspects of real estate including mortgage, property management and commercial real estate will inform you of the requirements, responsibilities and satisfying aspects of their jobs. You will also receive important information about E&O insurance.

DATE: **March 27**

PRESENTER: **Dave Tanner, esq.**

### **Running a Brokerage from a Legal Perspective**

Learn about the federal, state and local regulations you need to know in order to stay in compliance, including RESPA, trust fund handling, licensing, sign ordinances and advertising.

DATE: **April 3**

PRESENTER: **Erin Stumpf**

### **Building your Business through Sales and Marketing**

Discover creative and affordable ways to advertise and brand your company. Learn what some of the basic start-up issues are e.g. corporation vs. sole proprietorship, buy or lease furniture, where to locate your office, etc.

DATE: **April 10**

PRESENTER: **Phyllis Percival**

### **Training/Retaining High Producing, Ethical Agents**

How to train new agents, retain agents and hire new agents. Also learn the responsibilities of broker associates.

DATES: **April 17 & 24**

PRESENTER: **Sue Gibson**

### **Creating a Business Plan**

Writing a business plan and creating a budget to help drive and guide your brokerage. The presenter will also cover social media and developing a Facebook business page.

DATE: **May 1**

PRESENTER: **Jillian Anderson**

### **Running a Successful Brokerage & What It Takes To Get There**

Learn how to decide if you want to open your own brokerage, and what you will need to do to make it successful. Topics include the 4 absolute must dos for any brokerage, branding, staffing, planning, analysis, generating listings.

DATE: **May 8**

PRESENTERS: **Bureau of Real Estate Representatives**

### **Making your Office BRE Compliant**

Do you know how long you need to keep your documents? How to set up a trust fund? What is needed in a BRE audit? Learn all this and more from those who make the California real estate regulations.

DATE: **May 15**

PRESENTERS: **Panel of Successful Brokers**

### **The Secrets to having a Prosperous Real Estate Business**

Local brokers address student questions and discuss key issues facing brokers in the Sacramento area. They will also answer any questions you may have regarding how to run successful real estate business.