



## MIAMI-DADE CORE: FEBRUARY 24 THROUGH APRIL 7, 2014

LOCATION 550 South Dixie Highway, Small Conference Room, Coral Gables, Florida (305.960.2400)  
 AUDIENCE New Agents / Agents New to EWM | THESE ARE DAY CLASSES.

THUR, FEB 20—MAKEUP  
 FORMSIMPLICITY WITH  
 DEBRA SPADAFORA

### MONDAY, FEBRUARY 24

10:30-12:30

**Session 1:** Orientation  
 Questions & Answers

**Sherrie L. Porter, Senior Vice President**  
 General Sales Manager, EWM Realty International  
 "Tips, Tricks & Tools to Be a Successful Associate"

1:30-3:30

**Session 2:** EWMRealtors

- (1) Interface on its face
- (2) Home, Forms, Affiliations, Live Help Agent Center
- (3) Facts & Trends (overview)
- (4) Marketing (Online Ads)
- (5) RE Tools and Tax Sites (overview)
- (6) Internal Blog (how to search for topics only)
- (7) FormSimplicity (Introduction Only/Webinar Review)

**EWM**realtors.com *Your Virtual Office*

THUR, FEB 27—EWM  
 AWARDS CEREMONY—NO  
 CLASS IN MIAMI-DADE

### MONDAY, MARCH 3

10:30-12:30

**Session 3:**  
 MAX Magic Marketing

*Max Marketing*

- (1) Your profile (A) Info (B) Upload Photo
- (2) Contacts (A) Entering (B) Uploading
- (3) Marketing Materials
- (4) (A) Brochures (B) Postcards (C) Sports Schedules
- (5) E-Newsletter (short video)

1:30-3:30

**Session 4:**  
 Tax Sites and RPR



- (1) RPR
- (2) IMAPP
- (3) BCPA.net / miamidade.gov
- (4) Miami and Broward Clerks of Court Public Records

## THURSDAY, MARCH 6

10:30-12:30

**Session 5:**  
Fusion Basics



- (1) Interface
- (2) Search/Using the Maps and saving the search
- (3) Save client
- (4) Auto-notification; create a CMA template
- (5) Create a grid
- (6) The lockbox; showing property; Safety First

1:30-3:30

**Session 6:**  
Fusion CMA  
Take home a complimentary CMA Book



- (1) Dade County subject home
- (2) Pull up CMA template
- (3) Use the map; (4) Search for relevant properties
- (5) CMA button; (6) Upload subject property photo
- (7) Net sheet; (8) Review report
- (9) Save as pdf, e-mail report
- (10) CMA spreadsheet in Excel as an overview

## MONDAY MARCH 10

10:30-12:30

**Session 7:**  
Listing Presentation  
Facts & Trends  
Marketing Strategies  
Realtor.com Profile

- (1) Preparing for the 5 steps of a one-step
- (2) Creating a client-focused listing presentation
- (3) Listing strategies / Marketing Plan/Communication w/Seller
- (4) Facts & Trends (For LP, Prospecting and Your Website)
- (5) Scripts (practice)
- (6) EWM tools, including 59559

1:30-3:30

**Session 8:**  
Listing Paperwork/MAR

- (1) Review of the entire listing packet with emphasis on the listing agreement
  - (2) MAR
- Homework: Put together a listing packet

## THURSDAY, MARCH 13

10:30-12:30

**Session 9:**  
Rentals

- (1) Landlord Packet
- (2) Tenant Packet
- (3) Landlord Tenant Act and the sacred security deposit
- (4) Rental Communities

1:30-3:30

**Session 10:**



- (1) Your Photo
- (2) Your Business Cards
- (3) Your Database
- (4) Your Friends and Family / Letter in Max to Database
- (5) Your Biography

## **MONDAY, MARCH 17**

**10:30-12:30**

**Session 11:**  
FAR-BAR Contract  
Part I

FAR-BAR Contract Review  
(1) Page 1 in detail  
(2) Remainder (overview)

**1:30-3:30**

**Session 12:**  
FAR-BAR Contract  
Part II

ADDENDA  
(1) A-Y  
(2) Mold Addendum  
(3) Mold Inspection  
Addendum  
(4) Chinese Drywall

## **THURSDAY, MARCH 20**

**10:30-12:30**

**Session 13:**  
Blogging

(1) Distinguishing the difference between internal and external posts; (2) Title-ing your post. (Make it compelling.)  
(3) Writing your post; (3) Linking your post.  
(4) Adding photos to your post; (5) Adding videos to your post. (OBEO); (6) Categorizing your post.  
(7) Publishing your post

**1:30-3:30**

**Session 14:**  
Social Media/Overview  
and Checklist

Social Media:  
(1) Facebook  
(2) Twitter  
(3) Youtube  
(4) LinkedIn  
(5) Yelp



## **MONDAY, MARCH 24**

**10:30-1:30**

**Session 15:**  
FormSimplicity

Debra Spadafora lectures: FormSimplicity Basics

# Workshop

**THURS, MARCH 27  
ALL DAY 10:30-3:30  
BRING BAG LUNCH**

# Workshop

**THURSDAY APRIL 3  
ALL DAY 10:30-3:30  
BRING BAG LUNCH**

# Workshop

**MONDAY, APRIL 7  
ALL DAY 10:30-3:30  
BRING BAG LUNCH**

# Workshops

Be on the lookout for Workshops that will be offered as time and availability of instructors permit:

- (1) Websites (Wordpress Blogsites with Enhanced Themes/GoDaddy.com/Domain Names/Hosting)  
(a) Part I (creating) (b) Part II (enhancing) (c) Part III (marketing) (Karen Hurst/Karen Ross)
- (2) Facebook Business pages (customized through lujure.com)
- (3) Mailing lists
- (4) Max Campaigns
- (5) Farming your geo area
- (4) Merging (Excel and Word)
- (5) Expireds (letters and scripts)
- (6) FSBOs (letters and scripts)
- (5) Newsletters (Publisher)
- (6) Altering MLXchange reports / customization
- (7) Helpful websites for Real Estate associates
- (8) Using Video to enhance your blog and Simple Video Editing
- (9) Script writing (for video)
- (10) Script writing (for presentations)
- (11) Managing Your Listing / Marketing Strategies / Uploading Photographs (Debra Spadafora)
- (12) Photoshop Basics (must have the program/at least three people to sign up)

**Other instructors:**

- (13) iPad for Real Estate associates
- (14) Title: Explanation of the HUD-1 (Maria de Andrade)
- (15) Mortgage: Updates and explanation of qualification (HomeServices Lending Team)
- (16) Insurance (Gisella Castro)
- (17) Relocation/Foreclosures/Developments (Patrick O'Connell)
- (18) Commercial (Debra)

YOU ARE ENCOURAGED TO PERUSE YOUR BOARD SITE FOR  
EDUCATIONAL CLASSES AND OPPORTUNITIES: **[WWW.MIAMIRE.COM](http://WWW.MIAMIRE.COM)**

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