

MELANIE MCLANE

COURSE DESCRIPTIONS



McLane Solutions
Real Estate Education

SESSIONS FOR REAL ESTATE LICENSEES

NAVIGATING COOPERATION WITH COMPETITION

This course which reviews the uniquely cooperative and competitive nature of the real estate business. To succeed in real estate, agents need to know how to cooperate, compromise, and remain professional at all times. Agents owe duties to their clients, customers, and to all consumers in Pennsylvania, as outlined by the requirements in the Consumer Notice used in Pennsylvania. We will review the 2017 COE, and review RELRA requirements for presentation of offers, disclosures and notices to consumers and other agents. 3 - 4 hrs

ADVERTISING, SOCIAL MEDIA AND THE AGENT

Family room? Mother-in-law suite? Can you say those things in an ad? What does the REALTOR® Code of Ethics have to say about advertising? Is a Tweet an advertisement? Advertising and the Agent explores requirements for advertising according to HUD guidelines, which includes Fair Housing, as well as Article 12 in the Code of Ethics. Is a tweet an ad? What about Facebook? If you don't know, you need to find out! *May be made state specific.* 2 - 4 hrs

10 DO'S AND DON'TS FOR WORKING WITH APPRAISERS

What should you do (or not do) as an agent, when working with an appraiser? What is the appraiser doing, and why? The relationship between appraisers and agents should be professional and one of mutual respect. Good appraisers value input and information from agents; good agents understand that appraisers have a framework they must work within to produce "credible results." In this fast-paced class, we talk about the issues surrounding appraisers, agents, and the resulting friction on both sides: both the "deal-killers" and "trying to influence me" situations. 1.5 - 3 hrs

FAIR HOUSING IN A DIVERSE WORLD

This course covers the real life dilemmas agents find themselves in, with respect to diversity among buyers and sellers, and the requirements of Fair Housing. We will review national, state, and if applicable, local fair housing laws, as well as the changes to Article 10 in the REALTOR® Code of Ethics. We will discuss the necessity of agents providing equal access to all clients, as well as respecting client diversity. 2 - 4 hours

GREEN TRENDS

What's the current buzz on Green? Find out what's trending and how to identify new materials, methods and techniques in building. This course covers new construction and retrofitting, greening the MLS, adjusting for green features, and understanding what motivates buyers. 2.5 - 4 hrs

RISK MANAGEMENT: WHAT YOU SAY AND DO CAN BE USED AGAINST YOU

Real estate licensees have duties and responsibilities to consumers and to their customers and clients. These duties are based on federal, state, and local laws and regulations. Participants in this course will learn more about fiduciary duties, the most frequent claims against agents, misrepresentation and fraud, agency, fair housing, escrow, and risk reduction. 2.5-4 hours

PROCURING CAUSE, OR WHO'S COMMISSION IS IT ANYWAY?

Two of the most misunderstood components of Professional Standards are requests for arbitration and how arbitration panels conduct a hearing. Agents often believe that they are "entitled" to a commission based on the first showing of the property, the existence of a contract, etc. *Procuring Cause, or Who's Commission Is It Anyway* can be offered for Professional Standards Hearing Panel members, or for a shorter time with more basic concepts. 2.5 - 4 hrs

VALUATION IN THE INTERNET AGE: ZAPPING ZILLOW

One of the biggest challenges today for agents is contending with "values" consumers get from AVMs (Automated Valuation Models), such as Zillow®. Buyers and sellers "know" that this information is correct—but professionals know this information is often flawed. On top of that, lenders are using AVMs to second guess appraisers, as well as using CU® [Collateral Underwriter] to challenge appraisers. Agents need to be on the top of their game to be able to explain, and demonstrate to consumers, why a value from a local REALTOR®, is much more reliable than a "zestimate" or other online value. We will also discuss how REALTORS® can use RPR® (REALTORS® Property Resource). 1.5 - 3 hrs

MULTIPLE OFFERS: KEEPING IT LEGAL, ETHICAL, AND SANE

This course will discuss the legal and ethical issues of multiple offers, as well as the agent's fiduciary duties to clients. The REALTOR® Code of Ethics, as well as state law will be discussed, compared and contrasted. *3 - 4 hrs*

HYBRID APPRAISALS—SAFE OR SORRY?

This session will explore the hybrid appraisal models being embraced by some Appraisal Management Companies, where another person, such as a real estate licensee, to collect data about the house and take photos. This information is then passed on to a certified real estate appraiser, who performs a desk-top appraisal using the information provided by the third party. We will explore USPAP compliance with this, whether or not E&O insurance covers it, whether or not this is just a simpler way to do more appraisals, or something with inherent risk.

SESSIONS FOR APPRAISERS *Melanie is an AQB and USPAP certified instructor*

ECONOMICS AND REAL ESTATE

What's the Fed got to do with it? Lots! Economic forces impact real estate in many ways. Economics and Real Estate discusses the history of economic trends and housing in the United States, and gives the students tools to look at economic trends in order to be prepared for the effect of those trends on the housing market. This course is designed to help both agents and appraisers put economic trends in perspective with their market. *2 - 4 hrs*

USPAP (UNIFORM STANDARDS OF PROFESSIONAL APPRAISAL PRACTICE)

Appraisers throughout the United States are required to take the 15 hour USPAP course in order to become a certified or licensed appraiser; and every two years, each licensed or certified appraiser must take the 7 hour USPAP update course. Only instructors such as Melanie who are certified by the Appraisal Qualifications Board (AQB) may teach these courses. *Full Day*

“CROSSOVER” SESSIONS *Appropriate for both real estate licensees and appraisers*

WHAT DO I DO WHEN . . .

This 7 hour course is designed to provide answers to scenarios practitioners find themselves in the real estate profession, whether they are on the listing and selling side, or the appraisal side. Agents and appraisers struggle to find answers which are lawful, ethical, and reflect best practices. Just as we caution consumers that the internet, and social media, have opinions and advice, that advice is often not the best advice. We will present scenarios and identify sources of information where reliable answers can be found. We will address: What should a certified appraiser do when they suspect coercion or fraud, when they are threatened, or when the client's requests cannot be met. Should a licensee talk to an appraiser? What information could/should the agent share with an appraiser? Does the business need to be combative? Join us for a lively, interactive class about how to best protect yourself, your clients, and remain in compliance with laws, regulations and USPAP.

AGE IN PLACE: ACCESSIBLE DESIGN, SMART HOUSES, & THE AGENT

*Plan on working with Millennials, Boomers, or the generations in between? This course is for you. The aging Baby Boomer population and advancing technology, is changing both new construction and existing housing. Builders, agents, and others in the industry will be challenged to find housing designed for all of life's stages, abilities, and sophistications. Smart Home amenities (such as “assistive domotics”) will help aging or disabled populations stay in their homes while also enticing Millennials and others with enhanced control and comfort (86% of millennials are willing to spend more money for already implemented smart home technology). Find out about these new consumer demands, accessible design features, trending technology, and the value cost benefit so you're ready for Any Generation. *2-4 hrs**

BASIC CONSTRUCTION REFRESHER

This AQB approved course is designed for real estate agents and appraisers to review fundamental construction methods, both old and new, in residential real estate. The course covers construction from site preparation through completion. Major components of a house are identified including building materials and mechanical systems. Further, the course reveals 'red flags' that are discernible to agents and appraisers when inspecting a home for a listing, sale, or valuation. Finally, the course describes how physical and functional issues in houses affect value. *7 hrs; offered in Cooperation with Hondros Learning. Note: other shorter courses on construction are available.*

ETHICAL BEHAVIOR IN A WIRED WORLD

Most agents today are involved in social media. They're on Facebook, LinkedIn; they are tweeting and blogging—but are they doing it in an ethical manner? Social media is a great way to market . . . and a great way to destroy your reputation. *Ethical Behavior in a Wired World* explains how to use social media in a professional and ethical way. This course was written to meet NAR's guidelines for ethics training. *2.5 - 4 hrs*

PRICING IN A CHANGING MARKET

In this course, case studies are adapted to either demonstrate stable, increasing and declining markets, or just declining markets. It shows students how to read a market by analyzing supply, demand, list price/sales price ratio; days on market; seller concessions, and other factors. In many areas, the market matters more than the particular features of the property. We'll discuss appraisal fundamentals, including influences on value and ends with the Seller's 7 Deadly Sins. 3 - 4 hrs

WHAT'S IT WORTH?

This fast-paced session is designed to help real estate licensees understand the various facets of pricing and evaluation of properties; the similarities and differences between a BPO or CMA and an appraisal; and the methodology where the two are quite similar. Basic appraisal principles are introduced, and the students are given some tips on basic steps they can take in pricing a property in order to be more accurate. Some of these basic steps include: analyzing supply and demand in a marketplace; focusing on the type of property and neighborhood; establishing neighborhood parameters in terms of price range and price per square foot; analyzing sales data with respect to units of comparison. 3 - 4 hrs

ANATOMY OF AN APPRAISAL

Everyone who looks at an appraisal report, it seems, wants to find errors, fault or even fraud—or minimally, they just want to understand what is in the report. In this class, we examine the requirements of USPAP for preparing a report which has "credible results". We will review what appraisers must do to abide with USPAP; what other layers of requirements are created by their clients, and how to review an appraisal report to determine whether the report is "credible" or not. We will cover typical red flags, such as missing data, overuse of boilerplate, inconsistency of data and unsubstantiated adjustments. 3 - 4 hrs

DESIGNATION/CERTIFICATION COURSES

ABR (ACCREDITED BUYER REPRESENTATIVE)

ABR ELECTIVES: *Real Estate Marketing Reboot, Successful Buyer Representation in New Home Sales, Successful Buyer Representation in Relocation; Real Estate Investing: Build Wealth Representing Investors & Becoming One Yourself*

PRICING STRATEGIES/ MASTERING THE CMA (Melanie is co-author and lead instructor)

GREEN DAY 1 & 2; CRB (CERTIFIED REAL ESTATE BROKERAGE MANAGER);

RSPS (RESORT AND SECOND-HOME PROPERTY SPECIALIST)

SRES (SENIORS REAL ESTATE SPECIALIST); SRS (SELLERS REPRESENTATIVE SPECIALIST)



A thorough and diversified educator, **Melanie J. McLane** has decades of experience in all facets of real estate education: from course development to presentation. She is a REBAC Hall of Fame trainer and was RSPS of the Year in 2012. She was recently named Pennsylvania's REALTOR® of the Year. Melanie is a certified appraiser, licensed associate broker, and seasoned real estate educator. A veteran of 36 years in the real estate industry, she has owned and operated a real estate brokerage, taught everything from pre-licensing through designation courses, and continues to practice as both an appraiser and an associate broker. She is a certified USPAP instructor. In addition to her own courses, Melanie's sessions include most of the National Association of REALTORS®, REBI and REBAC courses.

FOR MORE INFORMATION:

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