



Melanie McLane

Course Descriptions - Grouped by Audience

Sessions for Real Estate Licensees

7 Construction Facts Appraisers Wish You Knew Don't miss this fast-moving session covering the facts and about construction every REALTOR® should know. Rich with photographs and specific strategies regarding new and old construction, you'll learn to how to identify key red flags affecting value and functionality. *1.5 - 3 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. *Broker Version Available. 1.5 - 3 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, Social Media 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. Broker Version Available. 2 - 4 hrs*

Anatomy of a House When you sell a house, what are you selling? Every agent should know and understand the anatomy of a house. In this class, we define and discuss the parts of the building envelope; the systems within a house and how they function; what agents should look for when listing homes and what is typically found in various types of residential construction. *2-4 hrs*

Fair Housing in a Diverse World Real estate agents frequently find themselves in real-life dilemmas with respect to diversity among buyers and sellers, and the requirements of Fair Housing. In this course 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 also discuss the necessity of agents providing equal access to all clients, as well as respecting client diversity. *2 - 4 hours*

Financing and Closing the Real Estate Transaction We will cover the basics of financial qualification, review lender ratios, the three C's of credit, how amortization works, and the basic financial skills needed by a real estate licensee. We will also discuss lenders' requirements for various loan programs, how lenders are valuing properties for mortgages, and how to shepherd a sale to a successful closing. *Please bring a financial calculator that can calculate mortgages and outstanding balances or download a smart phone app that does so. 3.5 hrs*

Getting to Yes: Negotiating on Behalf of Your Client Negotiations are not just about price - terms and conditions can play an equally important role. Part of a negotiation includes carefully reading the contract as presented and determining, with the client, what is acceptable and what needs to be negotiated. Learn how to successfully negotiate on behalf of your client without violating fiduciary duties. The goal of every negotiation is to create a win/win solution; agents need to consult with their clients to determine the client's goal and then structure a negotiating strategy that will help them reach it. *3.5 hrs*

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*

Hybrid Appraisals--Safe or Sorry? We'll explore hybrid appraisal models being used by some appraisal management companies in which another person, such as a real estate licensee, collects data and takes photos of a property. 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, E & O insurance coverage, and if this is just a simpler way to do more appraisals or something with inherent risk. 1 - 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. *Broker Version Available.* 3 - 4 hrs

Navigating Cooperation with Competition This course 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 NAR Code of Ethics and the requirements for presentation of offers, disclosures and notices to consumers and other agents. *Broker Version Available.* 3 - 4 hrs



Policy Matters! Designing Your Office Policy Manual An office policy and procedures manual can be the most dynamic document you have in your broker arsenal. Real estate licensees affiliated with a brokerage look to management for guidance in determining how they will respond to specific real estate situations that may or may not be covered by real estate law. Reduce your vicarious liability for licensee performance and build a firm foundation for your company mission and vision by attending this vital course on building your office policies. 3 - 4 hrs

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. *Broker Version Available.* 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 as well as 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. *Broker Version Available.* 2.5 - 4 hours

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 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

"Crossover" Sessions *Appropriate for both real estate licensees and appraisers*

Age in Place: Accessible Design, Smart Houses and the Agent Do you 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

Anatomy of an Appraisal It seems like everyone who looks at an appraisal report 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

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. We will cover construction, from site preparation to 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.

Big Data and Real Estate Professionals Big data algorithms do predictive modeling, estimate value, detect market patterns, and more. Professionals industry-wide are using big data - from property valuation using AVMs (automated valuation model) to selling the leads generated by the listing back to the listing agent. Increasingly, computer models are using data to enhance or disrupt real estate. We'll discuss big data's pros and cons, issues with its use, and the agent or appraiser's role in protecting consumers while obeying the law. 1 - 3+ hrs

Calculate Your Way to More Income This course explores ways to add value to a transaction, or to create value in another niche by assisting consumers with things such as identifying highest and best use; determining whether a proposed improvement will result in increasing or decreasing returns; evaluating whether a property should be rehabbed, remodeled, or torn down; crunching the numbers on income producing properties to determine the return; and analyzing the effect of a 1031 Exchange versus a straight sale on a property. Alternate title Consult Your Way to More Income 4 - 7 hours



Ethical Behavior in a Wired World Most agents today are involved in social media. They're on Facebook and 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 end with the 'Seller's 7 Deadly Sins.' 3 - 4 hrs

What's It Worth? This fast-paced session is packed with information to help REALTORS® understand the various facets of property pricing and evaluation while comparing and contrasting a BPO /CMA and an appraisal. You'll get useful tips for accurately pricing a property based on 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, and more. Led by a nationally recognized appraisal instructor, active appraiser, AND agent, you'll better understand "where they got THAT number." 3 - 4 hrs

Sessions for Instructors

What Am I Doing Here? This is Melanie's basic IDW and it covers things all instructors need to learn, or be reminded about. That include Knowles' five learning assumptions, the four types of adult learners, the three learning domains, and how to identify and prepare your teaching plan to match up with your students and the domain best suited to the topic. (1-3 hours; time flexible)

Fun and Games! This fast-paced course is a review of how to engage students from beginning to end, touching on techniques which will engage all four types of adult learners. We design ice-breakers, games, polling, case studies, and other techniques within the classroom. (1-3 hours; time flexible)

I Have an Idea for a Course: Now What? This is course in how to write a course *and* get it approved by a licensing board, and make the students want to take it! We review Bloom's taxonomy, and work on it in class, writing learning objectives. We draw on the three learning domains (which will be reviewed, students do not need to take all of these courses, or in any order) and discuss and plan how to implement the ideas. We practice writing case studies, and we explore scaffolding, which is building a skill set with a learner so that they progress from a lack of knowledge to competence. (1-3 hours; time flexible)

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. We'll discuss the history of economic trends and housing in the United States and give students the tools necessary to look at economic trends in order to be prepared for their effect on the housing market. This course is designed to help appraisers put economic trends in perspective within 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. 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.

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

Green: Day 1 & 2

CRB (Certified Real Estate Brokerage Manager)

Pricing Strategies/ Mastering the CMA *(Melanie is co-author and lead instructor)*

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 with 36 years of experience 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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