



REALTOR® SUCCESS ACADEMY

SPAAR'S PROFESSIONAL DEVELOPMENT PATH FOR BETTER AGENTS.

For over 130 years, the Saint Paul Area Association of REALTORS® (SPAAR) has been dedicated to promoting the dream of homeownership with the highest level of professionalism and integrity, through the four pillars: Professionalism, Advocacy, Community Outreach, and Communication. SPAAR's mission then, is best described through the tagline: Better Agents, Better Communities.

The **REALTOR® SUCCESS ACADEMY** is SPAAR's professional development path for Better Agents. This path has been developed to guide a member through four distinct programs that build upon each other to help shape the future success of each REALTOR® by giving them the understanding of their purpose and value in the real estate industry.

The Path

Unlocking Your Membership

New Member Orientation: Unlocking Your Membership is a 2-day program, offering 9.5 hours of continuing education from industry professionals on key real estate topics, designed for REALTOR® members to gain an in-depth understanding of resources, tools, and the value of their membership.

Real Estate Fundamentals

Real Estate Fundamentals is a 3-day program, offering 7.5 hours of continuing education, and is designed to follow the New Member Orientation giving a next step comprehensive overview of the fundamentals of real estate. From topics such as taxes and financial planning, professionalism, marketing and more, Real Estate Fundamentals will give a hands-on learning approach to the business.

Enhancing Professionalism

Enhancing Professionalism is a one-day program offered quarterly that aims to take a deeper dive into what it means to be a REALTOR®, what their value proposition is for consumers, and elevating some of those professional skills both online and in-person, including up to 4 hours of continuing education.

Commitment to Excellence

Commitment to Excellence is a self-paced program designed to empower REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards. This C2EX endorsement rounds out the professionalism program by completing eleven competency learning and task modules.

The Value

Whether you complete the journey in months or years, at completion of the REALTOR® SUCCESS ACADEMY, you will have gained a better understanding of REALTOR® association membership, benefits, tools of the business, resources for success, and your true value proposition as a REALTOR® when working for and with clients and consumers.

SPAAR offers all four programs in this path for FREE (a value of more than \$200), as a member benefit.



BETTER AGENTS ♦ BETTER COMMUNITIES
SAINT PAUL AREA ASSOCIATION OF REALTORS®

REALTOR® Success Academy

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New Member Orientation

9.5 CE / 2 Days

Education on key Real Estate topics, designed for REALTOR® members to gain an in-depth understanding of resources, tools, and the value of their membership

W	Unlocking Your Membership	0 CE	
	Value of a REALTOR®: Professional Courtesies	1 CE	
	Safety Strategies for REALTOR® Professionals	1 CE	
	Agency & Fair Housing	2 CE	<i>License Requirement</i>
TH	Introduction to NorthstarMLS	3 CE	
	Code of Ethics	2.5 CE	<i>Association Requirement</i>

Real Estate Fundamentals

7.5 CE / 3 Days

Designed to follow the New Member Orientation giving a 'next step' comprehensive overview of the fundamentals of real estate with a hands-on learning approach to the business.

W	Taxes & Financial Planning for REALTORS®	0 CE	
	Title Insurance	0 CE	<i>Affiliate Committee Member Presentation</i>
	Using Statistics to Enhance Your Business	1 CE	
	Marketing Yourself and Your Business	0 CE	
TH	CMA in NorthstarMLS	2 CE	
	Mortgage Programs & Pitfalls	0 CE	<i>Affiliate Member Presentation</i>
	Importance of Home Inspections	0 CE	<i>Affiliate Committee Member Presentation</i>
	Negotiation Mapping	2 CE	
F	Instanet & Authentisign Basics	2.5 CE	
	Home Warranties	0 CE	<i>Affiliate Committee Member Presentation</i>

Enhancing Professionalism

pending CE / 1 Day

Aimed to take a deeper dive into what it means to be a REALTOR®, what their value proposition is for consumers, and elevating some of those professional skills both online and in-person.

W	REALTOR® Professionalism in an Online World	1 CE	
	Build Confidence in Public Speaking with Toastmasters	0 CE	
	Owning Up!	1.75 CE	
	Value of a REALTOR®: Fair Housing	1 CE	
	Getting Started with C2EX	1 CE	

** this program is still a work in progress, with the first offering likely scheduled for September 2021.*

NAR Commitment to Excellence Program / Endorsement

Eleven competencies complete with tasks to encourage ongoing commitment to professional behavior and development aimed to sharpen, expand, and engage industry skills while helping REALTORS® track their growth and progress.