

# The Educator

## Instructor Branding Knowing and Being Your Best

### May 6 Instructor Training

Is "branding" simply a marketing ploy for companies?  
Featuring Sharleen Smith

## Education Stats Current Snapshot & An Historical Look

### CALENDAR OF EVENTS

**2011 REEA CONFERENCE**  
A SURE BET ON YOUR FUTURE  
JUNE 11-15



**We Need Your Help**  
YOUR teaching resources needed for  
Post License Instructor Manual

# May 6 Instructor Training

## Instructor Branding: Knowing and Being Your Best

What is your strategy for being your best and getting the success you want? You will learn this and more that will help set you apart as one of Alabama's top instructors.

Is "branding" simply a marketing ploy for companies? Not a chance. Branding yourself as a great real estate licensee and instructor directly leads to your influence on others and your success. So, what is your vision as an instructor and where do you want to go with it? Managing the impression you portray as an instructor determines your credibility with students.

You must first know the impression you want to give as an instructor. It has a direct effect on how strong your influence is and whether students act on the information you provide in your classes. To do this, an instructor must make a good first impression, establish trust, present with logic and emotion, and maintain a positive influence. It also involves personality, attitude, nonverbal communication and relational impact. Do you have what it takes to be great? What is your strategy for being your best and getting the success you want? You will learn this and more that will help set you apart as one of Alabama's top instructors.

Sharleen Smith serves as the Associate Director of the Alabama Training Institute at Auburn University in Montgomery (AUM).

**All participants must register through Auburn University's Outreach Program Office.**

**>>Click here for registration form or**

**>>Click here to register online at [www.auburn.edu/arec](http://www.auburn.edu/arec)**



*Sharleen Smith  
serves as Associate Director of  
Alabama Training Institute*

She has over 27 years in speaking and consulting in human resource management and organizational development for both the public and private sectors.

Her training ranges anywhere from motivational conference keynote speeches to four-day team building seminars on a ropes course nestled in the woods. Ms. Smith's humorous and active style of speaking is just what the 21st century workforce needs. She is a sought after speaker in the public and private sector throughout the United States. Her goal is always to encourage you to be your best - professionally and personally.

Remember, these hours are not interchangeable with CE hours that are needed to renew your broker license. These CE hours are only applied toward the renewal of your instructor approval that will take place this year. Take advantage of this great training opportunity and acquire not only hours needed for instructor renewal but also valuable information and knowledge that can be used in the classroom.

**LOCATION:** Alabama Real Estate Commission  
Training Room

**REGISTRATION:** 8:30–9:00 a.m.

**TIME:** 9:00 a.m.–4:00 p.m.

**COST:** \$95.00 (includes lunch and breaks)



# REGISTRATION FORM

## *Instructor Branding: Knowing and Being Your Best*

Sponsored by the Alabama Real Estate Commission

Presented by Sharleen Smith

Friday, May 6, 2011 9:00 a.m. – 4:00 p.m.

1201 Carmichael Way, Montgomery, AL

Alabama Real Estate Commission

### REGISTRANT INFORMATION

Social Security Number \_\_\_\_\_

Name \_\_\_\_\_  
LAST FIRST MI

Address \_\_\_\_\_  
CITY STATE ZIP CODE

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

NAME AND AFFILIATION PREFERENCE FOR NAME TAG

### COURSE INFORMATION

*Lunch will be provided.*

(\$ 95) *Instructor Branding* – Received by April 22, 2011

(\$130) *Instructor Branding* – Received after April 22, 2011

### FOUR EASY WAYS TO REGISTER

**FAX** this form to 334/844-3101

**CALL** in your information to 334/844-5100

**MAIL** this form to Office of Professional & Continuing Education, 301 O.D. Smith Hall, Auburn, AL 36849

**WEB** online at [www.auburn.edu/outreach/arec](http://www.auburn.edu/outreach/arec)

### PAYMENT INFORMATION

Check       Money Order       Purchase Order  
 MasterCard       Visa       American Express       Discover

Expiration Date \_\_\_\_\_ Card or Purchase Order Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Registrations received via FAX, email or telephone MUST contain a credit card number or purchase order number. Otherwise, you will not be considered registered.

MAKE CHECKS PAYABLE TO AUBURN UNIVERSITY

TOTAL ENCLOSED \_\_\_\_\_

### CANCELLATIONS and REFUNDS

Written refund requests received no later than seven days prior to the program will result in a refund of fees less a \$15 administration charge. Refund requests received after that cannot be honored. A substitute participant may be designated in place of a registrant who cannot attend. Auburn University and the Office of Professional & Continuing Education reserve the right to cancel, postpone, or combine workshop sections, to limit registration, or to change instructors or speakers.

*This program is designed to be accessible to all who wish to attend. Should you have a special need, please call 334.844.5100.*

# Education Current Snapshot

As of April 15, 2011



Prelicense/Post License Instructors <b>171</b>	<b>Salesperson Examination</b> (January-March) Taken – 369 Passed – 179 Passing % - 48.5
Continuing Education Instructors <b>238</b>	<b>Broker Examination</b> (January-March) Taken – 39 Passed – 34 Passing % - 87.2
Licensed Schools <b>65</b>	<b>Reciprocal Salesperson Examination</b> (January-March) Taken – 38 Passed – 36 Passing % - 94.7
Approved Schools <b>107</b>	<b>Reciprocal Broker Examination</b> (January-March) Taken – 21 Passed – 20 Passing % - 95.2

## A Historical Look at Examination Statistics

### Salesperson

YEAR TAKEN PASSED PASS%

2004	3,863	2,294	59.4
2005	5,323	2,926	55.0
2006	5,833	3,139	53.8
2007	5,183	2,599	50.1
2008	3,066	1,521	49.6
2009	1,991	1,053	52.9
2010	1,678	842	50.2

### Broker

YEAR TAKEN PASSED PASS%

2004	362	234	64.6
2005	404	263	65.1
2006	606	370	61.1
2007*	1,944	1,197	61.6
2008	261	194	74.3
2009	268	189	70.5
2010	265	198	74.7



\* The new 60 Hour Broker Prelicense Course became effective October 1, 2007. The new Broker Simulation Examination was also initiated in October 2007. A large number of salespersons wanted to become a broker prior to these two requirements.

A Sure Bet on Your Future

# 2011 REEA Conference and Exhibition June 11-15

Don't forget the 32nd annual Real Estate Educators Association (REEA) conference will be held in Las Vegas, NV June 12 - 14 at the Flamingo Hotel. A Distance Education Seminar will be offered on Saturday, June 11, as a pre-conference event and an Instructor Development Workshop will be offered on Wednesday, June 15, as a post-conference event. For more information about this conference, please visit the REEA Web site at [www.reea.org](http://www.reea.org). Everyone is strongly encouraged not only to attend this conference but also to join REEA. The association is now under a new management company and great improvements are taking place.

Alabama instructors who attend this conference may obtain instructor CE hours for their 2011 instructor renewal.

## We Need Your Help!

We are in the process of developing a Post License Instructor Manual that we can put in the Instructor Resources section for your use. The Education Advisory Committee has done a wonderful job working on this project but now we need YOUR help. We are looking for additional teaching resources that we can include in the manual. So, do you have an activity or resource that you would like to share? We can use resources of any type and for any Module of the Post License content. We hope that this manual will be very useful for instructors, so the more resources that we can provide the better. Don't be shy....share your ideas so all instructors can benefit from your experience. All resources and questions can be sent to Pam Oates at [pam.oates@arec.alabama.gov](mailto:pam.oates@arec.alabama.gov) as she is compiling the information into its final format.

## CALENDAR OF EVENTS

### APRIL

- 22 Commission Meeting, Montgomery
- 25 Confederate Memorial Day (Commission Closed)
- 28-29 New Instructor Orientation, Montgomery

### MAY

- 6 Instructor Training, Montgomery
- 20 Commission Meeting, Montgomery
- 30 Memorial Day (Commission Closed)

### JUNE

- 6 Jefferson Davis Birthday (Commission Closed)
- 10-14 REEA Annual Meeting, Las Vegas, NV
- 17 Commission Meeting, Montgomery
- 26-29 AAR Summer Meeting, Orange Beach

### JULY

- 4 Independence Day (Commission Closed)
- 15 Commission Meeting, Montgomery
- 22 Instructor Training, Montgomery

## Question

Is a Code of Ethics course required for license renewal?

## Answer

No. The Code of Ethics course is required to be taken every four years to maintain membership in the National Association of REALTORS®. It is not required for license renewal. A licensee who takes a Code of Ethics course may receive elective continuing education credit if the course has been submitted to the Real Estate Commission for approval. The Commission does not give continuing education credit for the Code of Ethics online course that can be taken on the NAR website.



### EDITORIAL

Ryan Adair, Education Director  
David Bowen, Education Specialist  
Pam Oates, Education Specialist  
Julie Norris, Education Specialist  
Nancy Williamson, Education Assistant