

TECHNOLOGY TOOLS FOR INSTRUCTORS - MARCH 12, 2010

Amy Chorew is a national real estate trainer highly experienced at helping managers, agents, and instructors maximize the infinite opportunities that technology offers them. Her knowledge of the industry and the latest technologies available, along with her unique ability to translate it all into easy to understand language, makes her a consistently top-rated trainer throughout the country. Her relaxed and confident training style allows students to learn in a stress-free and enjoyable environment.

In 2009, her expertise in the area of Social Networking and the tremendous impact it is having on the industry has given agents and brokers the

tools to move from traditional marketing to Web 2.0 marketing. She shows agents how social media and multi-media tools are an effective way to capture today's buyers and sellers. Amy's credentials include Continuing Education and GRI Instructor, Course Author and Developer, Certified Webinar Instructor, Technology Coach and Consultant, Blogger, and Social Media Evangelist.

Amy presented the first instructor training for credit in the Commission's training room in 2005. She is in high demand and is used at many Commission and REALTOR® association trainings throughout the country as well as conferences sponsored by the Real Estate Educators Association (REEA), the Association of Real Estate



AMY CHOREW
Real Estate

License Law Officials (ARELLO), and the National Association of REALTORS® (NAR). Amy plans on sharing beneficial information on technology including SNAGIT, the use of video/audio/portable speakers, and PowerPoint. These are areas that can really provide good sources for quality instruction and student interaction.

Completion of this course will provide six of the twelve hours needed to renew instructor approval in 2011. We look forward to seeing you on March 12.

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 in August of 2011. Take advantage of these great training opportunities 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 a.m.–9:00 a.m.

COURSE TIME
9:00 a.m.–4:00 a.m.

COST
\$95.00
(includes lunch and breaks)

REGISTRATION
All participants must register through Auburn University's Outreach Program Office. See registration form or register online at www.auburn.edu/outreach/arec.

IS YOUR SCHOOL SURETY BOND CURRENT?

As a reminder, all licensed schools must maintain a current surety bond in order to continue to offer prelicense and post license courses. It is the responsibility of the school administrator to make sure the licensed school applies for the surety bond renewal with the insurance carrier well in advance of the expiration date.

Once the school has received verification of the continuation of coverage, this document must be sent to David Bowen at the Real Estate Commission. These can be sent by mail, fax, or email.

If there are any questions about the surety bond renewal, please contact the Education Division at 334.242.5544.

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CERTIFICATES FOR PRELICENSE COURSE

As everyone is aware, the requirement of issuing paper certificates to every student for prelicense courses has been removed. Students are no longer required to take a Commission-approved certificate to the AMP test site.

The EED (electronic eligibility database) created by AMP has replaced paper certificates. The EED allows instructors to send course completion verification to AMP electronically allowing students to schedule the exam. Remember, the EED does not replace CMap credit entries. Student credit must be submitted to AMP using the EED **and** to the Commission using CMap.

Even though the Commission no longer requires certificates for prelicense course completion, schools may still issue their own certificates or letters of completion for students who complete the prelicense course. **The Alabama Real Estate Commission must not appear on the certificate in any manner.**


Also, an explanation must be given to students stating this is not a certificate required by the Commission and it does not have to be taken to the AMP test site. It is simply a school certificate that they can keep for their records.

ADVERTISING FOR SCHOOLS

Rule 790-X-1-.15 of Alabama License Law addresses the subject of advertising for schools. An important amendment to that rule addresses information required in all advertising for schools. This is very important for both approved and licensed schools. All schools must include the licensed or approval number of the school as required by the Commission in all advertising except for permanent signage identifying the school's location as addressed in §34-27-6(f). Let's look at examples of this.

Infinitely Superior School of Real Estate is an approved principal school offering only CE courses. According to Rule 790-X-1-.15, the Commission-approved name of the school **AND** the approval number must be used in all advertising with the exception of permanent signage identifying the school location. The approval number does not have to be on those signs. The advertising and signs for the school must not read **Superior School of Real Estate** or **Infinitely Superior Real Estate School** since these are not the approved names. All advertising with the exception of permanent signage must include the approved name **AND** the approval number.

Let's say the **Infinitely Superior School of Real Estate** decides to offer prelicense and post license courses. The school is now required to be licensed by the Alabama Real Estate



**INFINITELY SUPERIOR
SCHOOL OF
REAL ESTATE
#00000000**

Commission. According to Rule 790-X-1-.15, the licensed name of the school **AND** the license number must be used in all advertising with the exception of permanent signage identifying the school location. The license number does not have to be on those signs. Just

All social media is advertising and must meet the requirements of advertising addressed in license law.

like approved schools, the advertising and signs for the school must not read **Superior School of Real Estate** or **Infinitely Superior Real Estate School** since these are not the licensed names. All advertising with the exception of permanent signage must include the licensed name **AND** the license number.

The previous examples reference principal schools. Branch schools fall under the

same requirement and also must include the name of the principal school on the permanent signage identifying the school location.

With the popularity of social media these days, schools and licensees must be very careful with the use of this media. Let's use Facebook as an example. Licensees must include the full name of their company when advertising houses through the use of Facebook postings because that is advertising. In the same way, schools must include the full name of the school if using Facebook to advertise courses. All social media is advertising and must meet the requirements of advertising addressed in license law.

SCHOOL ADMINISTRATOR TRAINING

All School Administrators were notified in January of a required training that must be completed by a specific deadline. Any Administrator who did not attend the 2007 training sessions provided by the Commission must complete the new training course by March 31, while those Administrators who did attend the 2007 training will have until July 30. In an effort to provide convenience to our Administrators, we developed the course so that it could be taken online from the Commission's Web site. **In response to several requests, we have since made the decision to offer a classroom session as an additional option for completing the training.**

The Commission will offer the School Administrator training course in the Commission training room on March 17 and again on July 14 for any Administrator wishing to complete the training in a classroom setting. The March 17 session will be for any Administrator with the March 31 deadline and the July 14 session will be for any Administrator with the July 30 deadline. We will allow an Administrator with a July deadline to attend the March training session if there is any availability after the registration deadline. The Commission will need to be notified of interest in attending the earlier session and the Administrator will be

notified if any availability exists. If an Administrator registers for one of the classroom sessions but fails to attend, he/she must complete the online course by the identified deadline to remain on active status.

The deadline to register for the March 17 training session is Wednesday, March 10, while the deadline for the July 14 session will be July 7. Any School Administrator wishing to utilize the classroom option to complete the training should reply to the Education Division in writing to register by the above stated registration deadlines. Please contact the Education Division if you have any questions regarding this training.

2010 SCHOOL ADMINISTRATOR TRAINING DATES

March 17
Registration Deadline:

March 10

July 14
Registration Deadline:

July 7

LOCATION

Alabama Real Estate Commission Training Room

REGISTRATION

Any School Administrator wishing to take the course on one of the above dates must notify the Education Division in writing to register by the stated registration deadlines.

WEB SITE CHANGES

The Education section of the Commission's Web site was recently reorganized in an effort to eliminate duplication and ensure all documents are current. The changes are minor and should not cause any confusion but we wanted to make sure all instructors and school administrators were made aware.

The *Education Forms and Applications* now contains only applications and has the heading entitled *Education Applications*. The forms that were included in that area have been moved to *Instructor Resources*.

The *Instructor Resources* section now contains the forms moved from *Education Forms and Applications*, and some documents were removed, including Education Renewal Instructions and the documents from the Annual Instructor Seminars since they are extremely outdated.

The *Instructor Tools* located in the *Instructor Resources* area include samples from the License Law training offered last August. These documents can not be altered for use in other subject areas. However, if you would like to customize any of these documents for another subject area, please contact Pam Oates in the Education Division and she will assist you in doing so.

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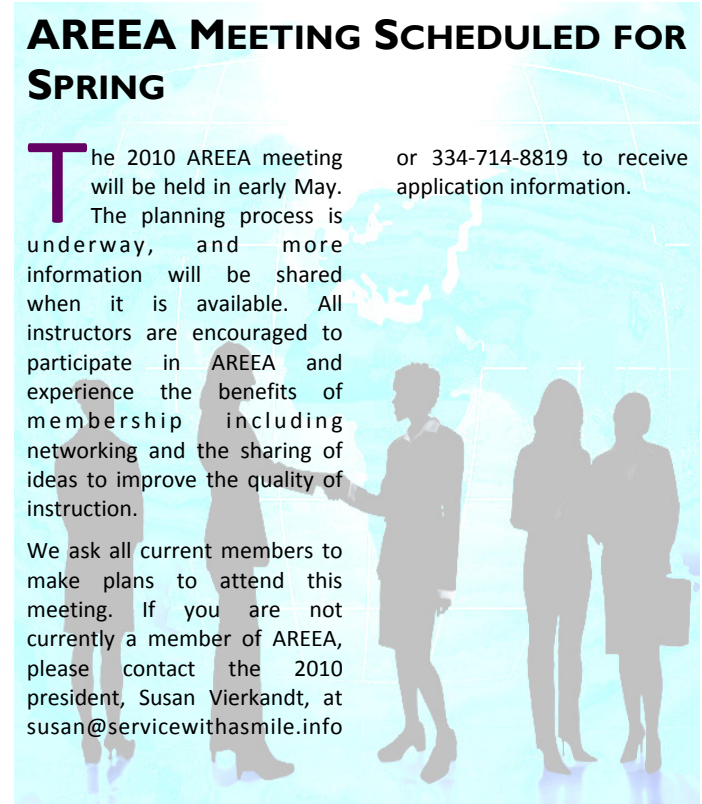
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AREEA MEETING SCHEDULED FOR SPRING

The 2010 AREEA meeting will be held in early May. or 334-714-8819 to receive application information.

The planning process is underway, and more information will be shared when it is available. All instructors are encouraged to participate in AREEA and experience the benefits of membership including networking and the sharing of ideas to improve the quality of instruction.

We ask all current members to make plans to attend this meeting. If you are not currently a member of AREEA, please contact the 2010 president, Susan Vierkandt, at susan@servicewithasmile.info



LICENSE LAW INSERTS AVAILABLE NOW

There are times when statutes or rules change after a revised edition of the License Law book is released. This is one of those times. The 22nd edition was released last year and did not contain recent changes resulting from new legislation. Therefore, an insert has been made available to accompany the book bringing it up to date.

These inserts need to accompany all License Law books that have already been purchased. They can be purchased for \$3.00 each from the Alabama Center for Real Estate (ACRE) Web site www.acre.cba.ua.edu which

can also be accessed through the list of related links on the Commission homepage. There is also a link on the homepage entitled *Alabama License Law Book Order Form*. Any License Law books now purchased will include the insert and still have a cost of \$10.

CMAP REMINDERS FOR SCHOOL ADMINISTRATORS

All School Administrators are reminded to check the Real Estate Course Search on the Commission Web site on a regular basis to make sure their courses are being properly advertised. All courses being offered must appear on the Commission Web site at least seven (7) days prior to the course offering. Remember, although course credit can't be edited once it is sent to the Commission, course schedules can be edited at any time.



School Administrators are also asked to review instructors listed in CMap under their school. If there are instructors in the list who will no longer be teaching for a school, notify the Education Division and we will remove them from the list. To add or remove instructors from the school list, email David Bowen at david.bowen@arec.alabama.gov. If there are any questions, please contact the Education Division.