

## **Proposed 3 Hr. CE Classes for balance of 2009**

- August 13**     **FMLS – Digital Photography – Maximizing the Potential & Marketing Power of Real Estate Photos**  
RE professionals will gain a solid understanding for the value, role and marketing potential of effective real estate photography, from critical considerations before the first click to uploading and using photos in multiple marketing efforts. Emphasis is on real estate photography, as opposed to everyday photography, and features multiple examples of effective – and ineffective – real estate photos
- September 10**     **FMLS - 1<sup>st</sup> Connection Introduction – Working with Buyers & Sellers**  
Agents will learn how to navigate and maximize the functions on [www.fmls.com](http://www.fmls.com) & 1<sup>st</sup> Connection
- October 8**     **1<sup>st</sup> Connection Intermediate – Mastering their Tools for RE Success**  
Agents will learn how to use Wild Card, Minus Sign & Search by Map techniques, Custom Searches, Hot sheets, Custom Reports, etc.
- November 5**     **1<sup>st</sup> Connection Advanced – Prospecting in 1<sup>st</sup> Connection with the Client Gateway**  
Agents will learn to communicate with their clients by using the tools of the system for Prospecting, methods for relaying property listing information to their prospects, set up personalized website for prospects, create a search, manage, track & follow up and Reverse prospecting.
- December 10**     **Krista Holloway - Quadrennial Ethics Course**  
Student will be able to define ethical behavior, be able to recognize examples of ethical & unethical behavior, and be able to apply the REALTOR Code of Ethics to their daily activities.