



Program Description

C.A.R. Education introduces Face2Face, a new distance learning video conferencing program. Face2Face delivers dynamic, interactive training to REALTORS® at **four** local associations in California simultaneously. The live presentation will be sent via video to the local association in real-time, allowing every member to see and hear the same thing at the same time, for the ultimate learning experience. Students can instantly respond and interact with the instructor through this approach.

A wide array of course topics will be offered, including NAR designations such as the Green, Seniors Real Estate Specialist® (SRES®), and the Accredited Buyer's Representative (ABR®) designations, along with C.A.R. Professional Development courses such as Distressed Properties and its Technology training series.

This new delivery method will allow many associations to increase their course offerings for members with a reduced minimum class size requirement. Any live lecture course with current DRE continuing education credit will also have CE credit through our Face2Face video conferencing.

Benefits

The benefits of this new program include the ability to:

- Actively participate with instructor and other students with a live instructor providing real-time training for members
- Deliver training from one location to multiple locations
- Reduce cost to members for designation classes
- Increase training offerings to members
- Provide smaller classes
- Offer longer courses such as SRES® over a number of days to increase enrollment

Course Offerings

NAR'S FAMILY OF DESIGNATIONS

REALTORS® can get an edge on the competition and enhance their professional development by obtaining a designation. Whether specializing in a certain segment of the industry or broadening their general knowledge of the real estate brokerage business, REALTORS® heighten their authority and become more attractive to clients with a designation.

Seniors Real Estate Specialist® (SRES®)

Seniors Real Estate Specialists are REALTORS® qualified to meet the special needs and concerns of maturing Americans. By earning the SRES® designation, you demonstrate the requisite knowledge and expertise to counsel older clients through major financial lifestyle transitions involved in relocating, refinancing, or selling the family home.

Green Designation

Become the green real estate resource for your community. Two days of live lecture, plus a six-hour elective completed online are required for this NAR designation. The core curriculum includes green building principles and practices, as well as regulatory issues. Learn the financial advantages of eco-friendly, energy efficient properties and how to market to the green consumer.

Accredited Buyer's Representative (ABR®) Designation Course

The overall goal of the Accredited Buyer's Representative (ABR®) Designation course is to prepare real estate professionals to represent buyer-clients in real estate transactions and provide the quality of service and degree of fidelity to buyers that sellers have customarily enjoyed. The training offers ideas and methods for building a buyer representation business and developing a self-customized tool to conduct a buyer counseling session.

Resort & Second-Home Property Specialist (RSPS)

RSPS certification appeals to REALTORS® in resort and second-home markets around the world who wish to distinguish themselves amongst their peers and amongst consumers. NAR currently defines a REALTOR® specializing in resort & second-Home markets as "a real estate practitioner who facilitates the buying, selling, or management of properties for investment, development, retirement, or second homes in a resort, recreational and/or vacation destination."

Other Video Conferencing Opportunities:

C.A.R.'S PROFESSIONAL DEVELOPMENT COURSES

Distressed Properties (Short Sales, Foreclosures, And Lender REO's)
Your Guide To The California Residential Purchase Agreement
Risk Management
Transaction Coordination
WINForms Online® (DRE Credit)

C.A.R. EDUCATION'S TECHNOLOGY COURSES

Facebook for REALTORS®
Twitter for REALTORS®
Blogging for REALTORS®
Internet Marketing for REALTORS®
Podcasting for REALTORS®
Text Messaging for REALTORS®
Social Media/Networking for REALTORS®
YouTube for REALTORS®

The availability of courses and content are subject to change at any time.

How Can My Association Participate?

Any Association in California may participate in this program. You will need to complete a site survey to help us determine if you have the necessary equipment to participate in Face2Face. To view and print the site survey, please visit <http://www.car.org/education/face2face/> and click on Site Survey. We encourage you to answer all of the questions to the best of your ability.

Rebates will be available to the participating Associations. For additional information, please contact Ana Montoya, Manager of Distance Learning Programs, at anam@car.org or 213-739-8214.

Additional Information

To view the recent press release, please visit www.car.org/newsstand/newsreleases/face2facerelease/.

Sign Up Now!

Be one of the first Associations to offer Face2Face to your members. To sign up, visit the C.A.R. Business Products table in the Hyatt Foyer to select your three preferred courses.