

wisdom 2009

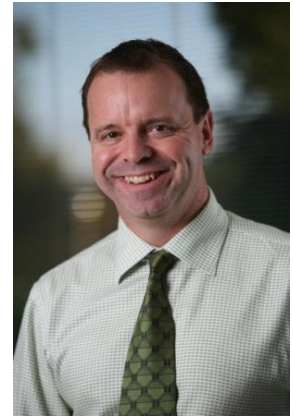


Real Estate Training

Workshops and Programs

Welcome to *wisdom* 2009.

We are pleased to announce a range of new and exciting real estate programs and workshops for 2009, and we invite you to browse through this brochure to become inspired by all the possibilities.



As you are aware changes to the registration, licensing and continuing professional development requirements for the Real Estate Industry have meant a significant restructure of training in the ACT.

WISDOM has taken this opportunity to offer a new real estate program that provides exciting programs including a Certificate IV in Property Services (Real Estate), Registration and Licensing Courses, as well as offering a completely new CPD training structure which gives participants the opportunity to learn and grow towards a real estate qualification by achieving units of competencies from the CPP07 real estate training package.

We are very proud to have launched the brand new series of *WIS - WISDOM* Innovative Seminars, which in a half day bring together expert presenters from industry sectors relevant for the real estate industry. Due to the great success of our first seminar (*"Anticipate Change and Influence the Future — The Changing Face of Real Estate"* with presenters Dr Kim Houghton, Michael James and Mark McCabe, the ACT OH&S Commissioner) This seminar will be presented again on 21 October 2009, enrolments are now open on our website.

Our popular *Working Smarter* series of short workshops that fit into busy people's schedules commenced again in early February 2009 and includes a range of workshops including. These *Working Smarter* workshops fulfil the learning requirements under the Commissioner for Fair Trading's – Agents (Continuing Professional Development) Guideline 2008 and participants are eligible to achieve ACT CPD points.

New in October 2009 – Apply and Present to Tribunals: designed for property managers to gain a greater understanding of Tribunals and to develop skills and knowledge to prepare quality applications and present effectively at Tribunals to achieve better results. Participants will also achieve the Unit of Competency Present at Tribunals from the Certificate IV in Property Services (Real Estate). This workshop will be facilitated again in February 2010.

All workshop outlines and registration details are available on-line at www.wisdomlearning.com.au

We are looking forward to helping you learn and grow and making 2009 a successful and rewarding year for your organisation and your personal learning journey.

Kind regards,

A handwritten signature in gold ink, appearing to read 'Rod Hattch'.

Rod Hattch
Managing Director, *WISDOM*



WISDOM Learning
1/49 Laverton Avenue
Fairbairn ACT 2609
Phone 02 6257 8588
www.wisdomlearning.com.au

ACT Registration Course

The ACT Real Estate Registration course is designed for those people seeking a career in real estate. The ACT Office of Regulatory Services requires Real Estate Salespersons and Property Managers to meet minimum education requirements for registration in the ACT. This program meets the ACT Office of Regulatory Services requirements. This course provides participants with an **introduction to the real estate industry** and the roles of sales persons and property managers.

What will you learn?

- The legislative framework
- The role of Sales People and Property Managers
- Essential communication skills for Real Estate professionals
- Consumer and agency risk
- Legal and ethical requirements for Real Estate professionals



Course Details

Commencing 27 October 2009, five full days over 3 weeks
WISDOM Learning Centre, Fairbairn ACT
Fee \$1,750.00, including all materials and gourmet catering

Commencing 19 January 2010, five full days over 3 weeks
WISDOM Learning Centre, Fairbairn ACT
Fee \$1,750.00, including all materials and gourmet catering

Certificate IV in Property Services (Real Estate)

The ACT Office of Regulatory Services requires Real Estate Salespersons and Property Managers to meet minimum education requirements for registration in the ACT. This program includes the units required for registration in the ACT. Upon successful completion of the program, participants will be issued with the Certificate IV in Property Services (Real Estate) (CPP40307). This qualification provides participants with the skills and underpinning knowledge to perform the multifaceted role of a real estate salesperson and/or property manager including:

What will you learn?

- Appraising properties
- Preparing and executing documentation
- Obtaining property listings
- Selling by auction
- Marketing and selling properties
- Managing properties
- Communicating and negotiating
- Legislative and Regulative Framework



Course Details

The Certificate IV in Property Services (Real Estate) is presented over 15 one day workshops, together with practical application in the workplace through projects and activities. The program is structured across three streams:

- **Stream 1** - Introduction to Real Estate and the Legislative Framework - \$1,750.00 (GST free) - 5 days
- **Stream 2** - Property Management - \$1,375.00 (GST free) - 5 days
- **Stream 3** - Sales - \$1,375.00 (GST free) - 5 days

Commencing 19 January 2010, 15 days over 15 weeks
WISDOM Learning Centre, Fairbairn ACT and MyWISDOM remote access learning
Fee \$4,500.00, including all materials and gourmet catering

ACT Licensing Course

This course provides participants with the skills, knowledge and qualification to meet the requirements for licensing in the ACT as detailed in the Agents Regulations 2003.

The program is leading edge, outcome focused and provides contemporary real estate management content. The program is practical and is developed and delivered by 'real world' experienced licensed real estate agents. This program is designed specifically for those participants who have a Certificate IV in Property (Real Estate) (PRD40101). This enables participants to achieve recognition for thirteen units and attend training for the remaining five units required for licensing in the ACT.

What will you learn?

- Strategically planning and managing a real estate business
- Recruiting, managing and inducting staff
- Leading and developing teams
- Establishing and managing agency trust accounts
- Managing budgets and financial plans
- Meeting governance and legal responsibilities.



Course Details

New commencement date to be announced, six full days over five weeks
WISDOM Learning Centre, Fairbairn ACT
Fee \$2,880.00 including all materials and gourmet catering

Continuing Professional Development (CPD)

LEAP! ACT CPD

This series of workshops is designed to enhance the capabilities of real estate professionals and provide opportunities to develop new skills and knowledge to achieve better results and even better service!

Sales

This CPD workshop for ACT registered or licensed sales persons will update and refresh knowledge on the key areas of legislation and the regulatory requirements. The workshop will also provide the opportunity to develop new and enhanced skills in achieving success in a changing real estate environment.

What will you learn?

- Discuss current hot topics in terms of the real estate regulatory framework
- Explore key strategies to achieve results in a changing real estate environment
- Discuss key strategies to enhance your self leadership skills, boost your success and take your career to the next level
- Develop techniques and tools to maintain motivation, focus and resilience over time and through challenges and 'adversity'
- Examine key secrets of Australian success stories in business

This workshop is Category three learning for the unit of competency Apply knowledge of state or territory legislative and regulatory framework to complete agency work (CPPDSM4002A). This unit of competency can enable participants to achieve advanced standing for the ACT Licensing course and/or the Certificate IV in Property Services (Real Estate). This workshop fulfils the learning requirements under the Commissioner for Fair Trading's – Agents (Continuing Professional Development) Guideline 2008.

Workshop Details

One full-day workshop on 29 October 2009, 8.30am - 4.30pm
WISDOM Learning Centre, Fairbairn ACT
Fee \$440, including all materials, lunch, morning
& afternoon teas
8 ACT CPD Points

Commercial

This CPD workshop for ACT commercial registered or licensed sales persons will update and refresh knowledge on the key areas of legislation and the commercial regulatory requirements. The workshop will also provide the opportunity to develop new and enhanced skills in achieving success in a changing real estate environment with emphasis on commercial real estate topics. **This workshop is co-facilitated by Michael James, Principal of Trinity Law.**

What will you learn?

- Discuss current hot topics in terms of the commercial real estate regulatory framework
- Examine the changes to the Unit Titles Act 2001
- Discuss the implications of these changes for commercial agents
- Explore key strategies to achieve results in a changing real estate environment
- Discuss key strategies to enhance your self leadership skills, boost your success and take your career to the next level
- Examine key secrets of Australian success stories in business

This workshop is Category three learning for the unit of competency Apply knowledge of state or territory legislative and regulatory framework to complete agency work (CPPDSM4002A). This unit of competency can enable participants to achieve advanced standing for the ACT Licensing course and/or the Certificate IV in Property Services (Real Estate).

This workshop fulfils the learning requirements under the Commissioner for Fair Trading's – Agents (Continuing Professional Development) Guideline 2008.

Workshop Details

New workshop date to be announced
WISDOM Learning Centre, Fairbairn ACT
Fee \$550, including all materials, lunch, morning
& afternoon teas
8 ACT CPD Points

NEW: Apply and Present to Tribunals

This CPD program is designed for property managers to gain a greater understanding of Tribunals and to develop skills and knowledge to prepare quality applications and present effectively at Tribunals to achieve better results. Participants will also achieve the Unit of Competency Present at Tribunals from the Certificate IV in Property Services (Real Estate).

What will you learn?

- Describe the role and jurisdiction of Tribunals
- Complete effective Tribunal applications
- Prepare for a Tribunal hearing/conciliations
- Use appropriate Tribunal etiquette
- Develop strategies to be an effective advocate for your clients
- Participate in conciliation processes to achieve effective outcomes
- Present effectively at Tribunals.

Workshop Details

2 full-day workshops on Tuesday 23 & Wednesday 24 February 2010, 8.30am - 4.30pm
WISDOM Learning Centre, Fairbairn ACT
Fee \$885.00, including all materials, lunch, morning & afternoon teas
12 ACT CPD Points plus 12 NSW CPD Points

NEW: Brand You!

Have you considered your individual brand and what it means to your clients and agency? This course is a must for all sales people within the real estate industry. This full-day workshop worth 8 CPD points will open your eyes to modern ideas and strategies to improve your personal brand and your service to clients.

What will you learn?

- Discuss what creates strong personal brands in the real estate context
- Develop strategies to enhance individual brand equity
- Explore a range of online marketing strategies and how to implement them to maximise your personal brand
- Discover the benefits of branding yourself within a corporate brand.

Workshop Details

When: next workshop date to be announced
Where: WISDOM Learning Centre, Fairbairn ACT
Investment: \$550.00 (GST free) including all materials, morning tea, lunch and afternoon tea
CPD Points: 8 ACT CPD Points

WISDOM Innovative Seminars

Seminars • The *WISDOM* Way •

The only constant is change! The pace and extent of change is increasing and recent international turmoil highlights the importance of anticipating and responding to changes in the operating environment. This seminar will update and challenge real estate professionals on the current issues and factors influencing the role of agents now and into the future.

This seminar will provide real estate professionals with a unique opportunity to learn about the current and future trends and changes in the key areas of economic, social, demographic and OHS legislation change together with the future directions of property law. Moderated by leading real estate trainer Piers Hodgson, this seminar will be presented by:

- **Dr Kim Houghton**, Director, Strategic Economic Solutions, Lead Presenter
- **Michael James**, Partner, Trinity Law, Guest Speaker and Panel Member
- **Roger Grime**, Education Project Officer for the Office of ACT OHS Commissioner

Seminar includes:

- Engaging presentations by three leading experts
- Interactive panel discussion
- Practical strategies to put into action
- Opportunities to network
- Famous WISDOM catering – morning tea and lunch

This seminar fulfils the learning requirements under the Commissioner for Fair Trading's – Agents (Continuing Professional Development) Guideline 2008. Participants will achieve 4 CPD Points.

Seminar Details

One half-day, Wednesday 21 October 2009, 8.30am - 12.30pm
WISDOM Learning Centre, Fairbairn ACT
Fee \$209, including all materials, lunch, morning tea
4 ACT CPD Points

REFRESH! NSW CPD

This workshop is designed for NSW registered or licensed real estate staff to achieve the required 12 points of professional development to meet the NSW Office of Fair Trading (OFT) guidelines for renewal. This workshop will address the CPD Learning Areas Business Practices and Legislation and Compliance as set out in the Commissioner's Guidelines for Continuing Professional Development. The workshop will consist of learning category three and will include assessment.

What will you learn?

- Discuss current hot topics in terms of the real estate regulatory framework
- Apply the principles of leadership to be a leader in your real estate role
- Discuss key strategies to enhance your leadership skills

Workshop Details

New date to be announced
WISDOM Learning Centre, Fairbairn ACT
Fee \$297 per participant including all materials, lunch and morning tea
12 Points

Working Smarter! 2009

All Working Smarter! 2009 workshops fulfil the learning requirements under the Commissioner for Fair Trading's – Agents (Continuing Professional Development) Guideline 2008 and participants are eligible to achieve ACT CPD points.

Presentation Smarts! Presentation Skills Workshop

The Presentation Smarts! Working Smarter! Workshop has been designed for people who need to deliver presentations to diverse audiences in a range of situations such as staff and management meetings, industry conferences and sales and marketing promotions. The ability to deliver effective presentations often plays a significant role in career path success as organisations are often judged by the quality of the presentations delivered. The program is practical and is developed and delivered by 'real world' experienced presenters.

Workshop Details

Next workshop date to be announced
WISDOM Learning Centre, Fairbairn ACT
Fee \$550.00 including all materials, morning tea and lunch
Participants from the Real Estate industry are eligible to achieve 8 ACT CPD Points for attendance.

Super!Vision Skills

These Working Smarter! workshops are aimed at business people who need to effectively motivate, supervise and lead small teams. The program will develop skills and provide strategies to enable managers to respond to the challenges of managing a team in a modern workforce. The program is practical and is developed and delivered by 'real world' experienced management professionals.

Workshop Details

Next workshop date to be announced
WISDOM Learning Centre, Fairbairn ACT
Fee \$550.00 including all materials, morning tea and lunch
Participants from the Real Estate industry are eligible to achieve 8 ACT CPD Points for attendance.

Customer Service

This Workshop has been designed to deliver skills, practical tips and strategies to deliver outstanding customer service. The workshop will provide content that is contemporary and includes best practice approaches. Areas covered include:

- ▲ defining customer service and customer expectations
- ▲ identifying key factors in customer relationships
- ▲ handling complaints and emotional reactions (the customer's and yours)
- ▲ exploring strategies for adding value to customer service transactions.

Workshop Details

Wednesday 28 October 2009, 8.30am – 4.30pm
WISDOM Learning Centre, Fairbairn ACT
Fee \$550.00 including all materials, morning tea and lunch
Participants from the Real Estate industry are eligible to achieve 8 ACT CPD Points for attendance

Practical Marketing for Small Business

This Working Smarter! workshop will provide participants with practical, simple and cost effective ways to plan, design and implement marketing activities that get results. The workshop will explore how you can turn a good business idea into a great marketing idea and will demystify the concept of marketing for small business owners. Participants will be engaged in activities which develop an understanding of the marketing process from the planning stages through to results, while learning about the tools that are most suitable for small business.

Workshop Details

Contact us for next workshop date
WISDOM Learning Centre, Fairbairn ACT
Fee \$330.00 including all materials, morning tea and lunch
Participants from the Real Estate industry are eligible to achieve 4 ACT CPD Points for attendance.

Sales Skills

This Sales Skills Workshop has been designed for people who wish to develop their sales skills either dealing directly with clients or by telephone. The workshop will develop the skills and strategies needed to apply effective sales techniques that get results and build client loyalty.

The workshop will provide content that is contemporary and includes best practice approaches to sales. Areas covered include:

- ▲ Conducting professional sales transactions applying quality customer service
- ▲ Applying effective opening and closing techniques
- ▲ Utilising effective sales strategies, including product knowledge to achieve results
- ▲ Adding value to customer service transactions including using the telephone effectively

Workshop Details

Friday 4 December 2009, 8.30am – 12.30pm
WISDOM Learning Centre, Fairbairn ACT
Fee \$330.00 including all materials, morning tea and lunch
Participants from the Real Estate industry are eligible to achieve 4 ACT CPD Points for attendance.