

ERA Course Descriptions

CourseName	CourseDescription	Price	Audience	Delivery Method
10 Essentials to the Internet	Register for this course to see #11 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
AccelERAtion - Espanol	Conocer los productos, servicios y herramientas de prospecting. Adquirir la seguridad de trabajar con Compradores y Vendedores. El ACCELERATION de ERA le enseña habilidades de marketing, venta, negociación, cierre, presentación, conocimiento de los productos y servicios de ERA y muchas más herramientas necesarias para desarrollar la base de una carrera como Asociado de Ventas de ERA. En el curso se usan videos interactivos y material imprimido para estimular de la mejor manera posible, las habilidades necesarias y practicas requeridas de un Profesional de Ventas de ERA. Es ideal para nuevos asociados de ventas ó asociados de ventas recién llegados a ERA.	\$99.00	New Agents	Online, Self-Paced
AccelERAtion - Live Classroom	Learn ERA products, services and prospecting tools. Gain confidence in working with Buyers and Sellers.	\$249.00	New Agents	Live Classroom
AccelERAtion - Self-Paced	Learn ERA products, services and prospecting tools. Gain confidence in working with Buyers and Sellers. The ERA ACCELERATION teaches marketing, selling, negotiating, closing, presentation skills and ERA product and services knowledge, and more, that are needed to develop a career foundation as an ERA Sales Associate. The course uses interactive video and print material to simulate as closely as possible the necessary skills and practices required of an ERA Sales Professional. Ideal for new sales associates or sales associates new to ERA.	\$99.00	New Agents	Online, Self-Paced
AccelERAtion Train the Trainer	This course is to certify someone in your office to be able to facilitate the AccelERAtion course. This course is a hands-on active course where the attendee will actually get up and teach portions of the course.	\$0.00	Exp. Agents/Brokers/Managers	Live Classroom
Accredited Buyer's Representative (ABR)	The overall goals of the ABR® Designation course are to educate and prepare buyer's reps to provide the kind of service and fidelity to buyers that sellers have always enjoyed, and to offer methods for building your buyer representation business. In each Course Module, you will examine a different topic, and together they create a comprehensive guide to help you become an effective, efficient—and profitable—buyer's representative. After completing this two-day course and successfully passing the exam, you will have achieved ABR® Candidate status, a three-year period during which you must fulfill the elective course and experiential requirements to earn your ABR® Designation.	\$199.00	Agent	Live Virtual
Advanced RE Investment Analysis - ROI	This real estate course walks you through a range of investment measurement options. You'll start at square one with a description of simple, traditional methods of real estate investment analysis, such as "payback period," gross rent multiplier," and "dept coverage ratio." You'll then work your way up to more advanced and precise investment measurement tools, in particular, the Internal Rate of Return (IRR). We'll demystify the process behind IRR and reduce its complexity by breaking it down into manageable parts for you. In the investment field, no yardstick is "perfect" or "right," but you'll come away from this course knowing how to use just the right tool at just the right time.	\$29.00	Broker/Agent	Online, Self-Paced
Applying Leadership Basics	In this course you will explore the fundamental skills for leading a group, defining the task, establishing a vision, gaining commitment, and building relationships. You will examine how and when to use various leadership styles and techniques to help leaders direct the efforts of others. The course includes strategies and tips to teach you how to foster innovation, provide appropriate direction, and develop and maintain positive relationships.	\$29.00	Broker/Manager	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
Basics of Effective Communication	In this course you will explore the fundamental skills for leading a group, defining the task, establishing a vision, gaining commitment, and building relationships. You will examine how and when to use various leadership styles and techniques to help leaders direct the efforts of others. The course includes strategies and tips to teach you how to foster innovation, provide appropriate direction, and develop and maintain positive relationships.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Basics of Effective Selling	In this course you will explore the fundamentals of selling effectively. Selling is a complex and sophisticated process, but successful sales begin and end with the essentials. You will also be able to view and use various tools such as worksheets and checklists that help in selling effectively.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Build Your Web Presence	Discuss how tech tools can help increase online exposure for ERA agents. Tools include: Super Profile, Powered by ERA.com, Image Library, Model Site)	\$0.00	Agents/Brokers/Managers	Live Virtual
Building and Keeping A Legendary Reputation	You probably wish that you could rank yourself with the great businesses of today-- they are known by everyone, they have impeccable service, and their reputations are flawless. What is the secret to building such a powerful, legendary reputation? Actually, it's no secret--any business can build a legendary reputation with the correct plan and a healthy amount of effort. You may think that you have to spend all of your efforts trying to attract the attention of your customers, but with a strong reputation, you'll soon have customers, old and new, coming straight to you! This course has all of the tips and techniques that you need to help you along in your efforts.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Building Strong Relationships		\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Centra Train the Trainer	For Brokers/Sales or Training Managers. This course will teach you how to lead a virtual classroom session. At the completion of this course you will be able to lead a virtual classroom for Recruiting, Sales meetings, training session even Broker Council meetings.	\$0.00	Brokers/Managers	Live Virtual
CIN - The Commercial Investment Network	Register for this course to see #14 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Coaching Your Team to Success	This course is designed for the management team in your office. This course offers career office goal setting and business planning. Recruiting, interviewing, hiring, training, monitoring, mediating and terminating are all skills you will learn in this course.	\$0.00	Brokers/Managers	Live Virtual
Commitment To Cash Length	Register for this course to see #18 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Communicating with E-mail Using Microsoft Outlook	Learn how to benefit from the power of electronic mail. You can start with The 10 Essentials to get up and running quickly. Then as you get more confident, continue to build your skills using our extensive library of tips and tricks. Topics include: Attaching Photos, Fliers, Virtual Tours...anything! Reading Attachments, Clocking Unwanted E-mail, and Outlook Express click RTICKSSM.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Communicating with E-mail Using Netscape Messenger	Learn how you can benefit from the power of electronic mail. This guide not only highlights The 10 Essentials of communication with e-mail, but also offers intuitive "movies" (Show Me How) which break down each task into simple, easy to follow steps.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Community Service	Register for this course to see #19 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Conditioning Buyers and Sellers	Register for this course to see #15 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video

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Conducting Performance Reviews	In this course you will examine methods for conducting productive performance reviews.	\$29.00	Broker/Manager	Online, Self-Paced
Conflict Intervention	In this course you will explore how to intervene when others are in a conflict. You will examine how to assess the climate of a conflict, understand the issues, gather information, neutralize the situation, and define the conflict. You will explore techniques for brokering a win/win situation, gaining commitment from all parties, and following through for complete resolution.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Creating a Strong Leadership Team	In this course you will explore how to create a leadership team that is a model for the rest of the organization. You will view strategies, tips, and methods to create and maintain a shared vision, define roles and responsibilities, and determine mutual goals and priorities. You will also examine techniques for avoiding power struggles and resolving issues to keep leaders focused and aligned.	\$29.00	Broker/Manager	Online, Self-Paced
Creating a Successful Team	Register for this course to see #9 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
CREST EDG - Class 1	This class is for company administrators to learn how to utilize CREST EDG for:	\$0.00	Brokers/Managers/Office Admins	Live Virtual
CREST EDG - Class 2	This class is designed as a follow-up to the CREST EDG Class One and provides the following: Class One review, Transaction Update/ Closing, Mass Update, Other Income.	\$0.00	Brokers/Managers/Office Admins	Live Virtual
CREST EDG - Reports	This class covers the different reports available in CREST EDG, including: Real Time Reports, Monthly Management Report (MMR's), Report generation and export capabilities.	\$0.00	Brokers/Managers/Office Admins	Live Virtual
Delegating	In this course you will explore how to define a task, and delegate the task.	\$29.00	Broker/Manager	Online, Self-Paced
Developing a Strategic Plan	In this course you will explore, step-by-step, the development of a strategic plan, beginning with a powerful mission statement, analysis of your organization's strengths and weaknesses, and assessment of your competitive position. You will also view tips on how to communicate the plan throughout the organization, convert it into action by developing supporting tactical plans, and reinforce results at all levels.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Discharging Employees	In this course you will explore the strict legal requirements when discharging an employee.	\$29.00	Broker/Manager	Online, Self-Paced
Disciplining and Redirecting Employees	In this course you will explore how to discipline and redirect employees in a constructive, non-threatening way.	\$29.00	Broker	Online, Self-Paced
Diversity in the Workplace	In today's workplace, creating a diverse team is critical to your organization's success. It is not only your legal responsibility, but is a growing trend that parallels our country's ever-changing demographics. How can you create a more diverse workplace? Diversity in the Workplace will show you effective ways to change your management style, break down stereotypes, and improve communication among your team members.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
Do's & Don'ts of Fair Housing Practices	Dos and Don'ts of Fair Housing Practices is specifically designed to provide the essential steps needed to protect you from fair housing complaints and enable you to operate an equitable housing environment. For example, you will (1) learn the history, steps toward and newest protected classes of fair housing laws, (2) explore specific examples of the different types of discrimination often found in fair housing complaints, (3) examine ways to sensitize and train employees in the areas of fair housing laws, affirmative marketing practices, application and documentation procedures, interaction with individuals with disabilities, and designing equitable office policies and procedures, (4) evaluate provisions for protected classes, most notably needed accommodations, modifications, occupancy guidelines, and exemptions, (5) target specific ways to implement, enforce, and comply with fair housing laws.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Double Your Sales	This powerful course teaches effective sales by identifying eight basic elements of ATTITUDE. Fostering and practicing the elements of ATTITUDE can bring excellence to the basic actions and tasks of selling. It targets maximum sales results in a minimum amount of time. This course makes the most of the author's 29 years of executive sales management and strategic planning experience!	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Drive Business & Revenue from Your Local Market	For Brokers only. Industry studies show that consumers typically spend \$5,000 or more on home-related goods and services within months of purchasing a home. Savvy brokers are tapping into this need by establishing and enhancing their own local home services programs. This training session will educate you on how you can drive business and revenue from your local neighborhood market and increase your referral network while easing your customers' concerns not only during their real estate purchase but throughout the lifetime of homeownership. Show your prospects, current customers and past clients that a move with ERA Real Estate is the best one they could make.	\$0.00	Brokers/Managers	Live Virtual
Dynamic Sales Meetings	Register for this course to see #27 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
eBuyer	Students in this course focus on understanding Internet-savvy buyers and preparing themselves to transact business with this emerging market segment. As real estate professionals, we must face these new competitive realities proactively, and the e-Buyer course was developed to tackle that challenge head on.	\$99.00	Agents/Brokers/Managers	Live Virtual
Effectively Working the Hispanic Market	If you are interested in targeting the largest minority in the United States and growing, and hope to position your business to meet this exciting opportunity then you need to understand the Hispanic buyer and seller and some of the most effective ways to develop a Hispanic friendly culture.	\$0.00	Agents/Managers/Brokers	Video
ERA Mortgage	Register for this course to see #6 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
ERA Referral Network Agent Training	The ERA Referral Network strongly recommends agents be given access to the network. This course is compactly designed to focus on the specific functionality available to agents within the system. They will learn in-depth information about how to send referrals electronically via the Internet, close a referral, manage the diary, and set reminders in their own "to-do" list.	\$0.00	Agents	Live Virtual
ERA Referral Network Certification	All ERA companies are required to have a Designated Referral Coordinator complete a no-cost ERA Referral Network training session to maintain their active status in the ERA Referral Network. This one-hour virtual training session fulfills this obligation. The goal of this initiative is to increase franchisees growth, revenue and customer satisfaction when dealing with referrals.	\$0.00	Broker/Manager	Live Virtual

CourseName	CourseDescription	Price	Audience	Delivery Method
ERA Technology Offerings	Register for this course to see #25 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
ERA TX, OK, MO Rally	"No Shirts...No Shoes...No Service" Featuring: Jim Gilreath, JoAnn Davenport, MDA w/Austin, ERA Mortgage, ERA Home Protection Plan, Kathi Mathis, Mattress Mac, Jeff Riber and Superstar Panel.	\$79.00	Agents/Brokers/Managers	Live Classroom
Ethics in Real Estate	Do you know how to reach your full potential and help your employees do the same? This course teaches techniques designed to help you adopt workplace behaviors that lead to peak performance within your organization.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
EXEMPLARY SERVICE	Register for this course to see #28 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Expanding Your Belief System	Register for this course to see #2 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Exploring Microsoft Windows	To provide every user with the fundamentals they need to understand the workings of Windows®. Even the most hesitant user will be able to quickly access "movies" (Show Me How) that will walk them through virtually everything real estate professionals need to know about Windows. The most important steps necessary to becoming a Windows expert begin with The 10 Essentials. Topics include: Loading Software and Drivers, Windows Shortcuts, Finding "Lost" Files, Upgrading Your Software, handling Error Messages, and Putting Your Pictures (and all other files) Where They Belong.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Foreclosures and Bank Owned Properties	Register for this course to see #19 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Handling Objections	This course provides a realistic scenario as possible to the objections you will face when giving a listing presentation. The purpose of this course is to help you develop a 5 step process to handle any objection.	\$0.00	Agents/Brokers/Managers	Online, Self-Paced
Harvard Management Mentor Bundle	Description Forthcoming	\$99.00	Broker/Manager	Online, Self-Paced
Healthy, Wealthy and Wise	It's no secret that many of today's employees are leading less than healthy lives. Many struggle with weight, smoking, and heart conditions. But surprisingly, few companies are taking any steps to improve the health of their professionals. The simple fact is that the health of a company's workforce affects its bottom line. Businesses today must take a proactive approach and develop employee wellness programs that encourage workers to improve their health and reduce the risk of illness. This course teaches you how to evaluate the lifestyle choices of your employees and develop programs that will boost employee morale, improve attendance, and encourage productivity.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
How Smart Realtors Build Personal Wealth	This session is designed for attendees with a personal net worth of over 100,000 a year. In this program we will address your current business structure, review your options available to restructure your business to suit your goals.	\$0.00	Agents/Managers/Brokers	Video
How to Become a Top Agent	Register for this course to see #12 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
How to Increase Your Production Step By Step	Learn from the number one ERA agent in the country and the two agents in her office with less than two years experience how putting effective marketing techniques in place created unbelievable production for them in a very short time. A positive attitude, a great work ethic and ERA products and services are all you need.	\$0.00	Agents/Managers/Brokers	Video

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How to Protect Your Commission	The biggest problem agents are facing is the downward pressure on their fees. Commission cutting is rampant across the country. In most markets more agents are willing to take commissions at a substantial discount. These agents are effecting everyone because most agents don't know it does not have to be this way.	\$0.00	Agents/Managers/Brokers	Video
Implementation	Description Forthcoming	\$0.00	Broker	Live Classroom
Income Chain	Register for this course to see #21 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Increasing Builder Listings and Referrals with the Sellers Security Plan	Chris Schlaff demonstrates the solution for developing a relationship with builders by using the Sellers Security Plan. This plan allows you to develop your builder relationships and grow your business.	\$0.00	Agents/Managers/Brokers	Video
Ingredients of Success for ERA's #1 Agent	Register for this course to see #22 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Innovative Marketing	Content: Real Estate Method: CBT Instructor led	\$99.00	Agents/Brokers/Managers	Live Virtual
Integrity Coaching	Sales managers learn a five-step coaching process, and meet weekly for eight weeks to report on their progress and learn from other managers. The program addresses the four core traits we see in all highly successful people, explores the 'law of limited performance' as well as analysis their own core leadership traits.	\$595.00	Broker/Manager	Live Virtual
Integrity Systems	Register for this course to see #7 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Interactive Listing Brochure	Register for this course to see #6 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Intercultural Business Etiquette	In this course you will explore how the ability to adapt to people from other cultures and to communicate effectively with them is a skill few can afford to neglect.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
International Collection - Live Classroom	ERA® International Collection will be presenting their training program that is a prerequisite for membership and certification. Don't miss this opportunity to learn the nuances of the luxury market and how sales associates can become effective players in this exciting segment of the real estate world.	\$0.00	Agent	Live Classroom
International Collection - Video	Register for this course to see #13 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
International Collection - Virtual Classroom	you promote yourself as a luxury home specialist and assist you in marketing your high-end listings. The Virtual Classroom training component of the program will be delivered in two sessions, approximately 1.5 hours each session. Once you have registered you will receive the necessary materials to participate in the class. We suggest that you take notes during the class and there will be time for questions and answers.	\$0.00	Agent	Live Virtual
Internet Explorer	Learn the skills necessary to free comfortable with the critical functions of Internet Explorer. The Internet can be incredibly overwhelming and time-consuming. This guide will help you untangle the web by focusing on The 10 Essentials to getting your business on-line and profitable. Topics include: Downloading Files and Software, The Keys to Search Engines, Using Bookmarks, Understanding Online Security, and Working Offline.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
Internet Using Microsoft	Learn how to benefit from the power of electronic mail. You can start with The 10 Essentials to get up and running quickly. Then as you get more confident, continue to build your skills using our extensive library of tips and tricks. Topics include: Attaching Photos, Fliers, Virtual Tours...anything! Reading Attachments, Clocking Unwanted E-mail, and Outlook Express click RTICKSSM.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Internet Using Netscape	To help you master the fundamental functions of the Internet as well as provide a basic understanding of the Netscape Navigator® browser. You know it's important to be online, but do you have the time to learn the seemingly endless features? Once you've mastered The 10 Essentials, you move on at your own pace. Even the most hesitant user will be able to access quick "movies" (Show Me How) that will walk them through the most baffling of Internet tasks. Learn to develop the skills necessary to successfully integrate the Internet into your real estate business.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Interviewing Job Candidates	In this course you will explore the process of interviewing job candidates and how to assess the competence of job candidates.	\$29.00	Broker/Manager	Online, Self-Paced
Introduction To Real Estate Investment Analysis	Such diverse options for investment opportunities exist, how does one determine if they are wise or unwise? If you are considering commercial real estate investment, you need to know the best methods for calculating your opportunity. The calculation of net operating income, market value, and resale value separates the sharp investor from the rest. This course will help you effectively evaluate investment opportunities. You will learn how to calculate potential profits of a commercial property and develop dynamic strategies to improve resale value.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Introduction to TeamERA.com	This course is the self-paced component of the ERA Technology Curriculum	\$0.00	Agents/Brokers/Managers	Online, Self-Paced
Introduction to the Essentials of Email	Register for this course to see #10 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Leadership Everyday	Leaders are not born, they are educated. Any successful leader in business has to learn important strategies and techniques for developing talent and creating an organizational vision. More importantly, the way we understand leadership in the workplace is evolving, and any effective leader needs to stay up-to-date on all the latest information. The old hierarchies are out-of-date--new leaders are learning new strategies. This course is designed to help you do just that.	\$29.00	Broker/Manager	Online, Self-Paced
Leading Effective Meetings	In this course, you'll explore how to make your meetings more organized, focused, and productive.	\$29.00	Broker/Manager	Online, Self-Paced
Leading Effective Teams	In this course, you'll explore how to overcome the hurdles that get in the way of your team reaching its goals. You will discover how teams can provide wonderful opportunities for collaboration and innovation.	\$29.00	Broker/Manager	Online, Self-Paced
Leverage ERA.com to Maximize Listing Exposure	Discuss tools that are used to enhance listings and create an exciting user experience on ERA.com. Tools include: My Listing Editor, Audio, Mapping, Neighborhood Information, My ERA.com, Web site Exposure (ERA.com, IC, Resort, Espanol, Mobile)	\$0.00	Agents/Brokers/Managers	Live Virtual
Life Laws from a Life in Real Estate	Buddy West takes you through his experiences of creating a senior division. In this highly informational session Buddy explains the vital aspects of creating this division in your company. Buddy West covers specialized marketing, informational objectives, special interests that seniors have and helpful hints that will expand your possibilities in this growing area.	\$0.00	Agents/Managers/Brokers	Video

CourseName	CourseDescription	Price	Audience	Delivery Method
Listing Success	Register for this course to see #5 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Listing Techniques Round Table Discussion	Register for this course to see #21 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Make 'E-Mail' Work For You	Register for this course to see #13 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Management Awareness Workshop	Management Awareness Workshop is specifically designed to help you improve your real estate managing efforts and to increase the level of your employee retention. After finishing this course, you will have completed a broad range of focused and effective training activities that will help you to manage, train, and retain your real estate sales force. For example, you will (1) learn the elements of a manager's mission statement, (2) develop effective strategies to shape your own management style, (3) know the difference between the application of good and bad management, (4) familiarize yourself with strong management characteristics, (5) discover tips for handling staff turnover, (6) be able to consider alternatives in candidate prospecting, (7) learn the key steps for effective training programs, (8) create methods for proper praise and recognition, and (9) familiarize yourself with the essentials of effective and smooth termination.	\$29.00	Broker/Manager	Online, Self-Paced
Managing a Virtual Office	In this course you will explore how managers are moving toward the "virtual office" as a work option.	\$29.00	Broker/Manager	Online, Self-Paced
Managing Change	In this course you will explore how to live with and manage change.	\$29.00	Broker/Manager	Online, Self-Paced
Managing for Peak Performance	Do you know how to reach your full potential and help your employees do the same? This course teaches workplace behaviors that lead to peak performance in your organization. This author of this course is an expert in management and organizational development who presents over 50 keynote addresses and workshops annually for management conferences, trade show conventions, and public symposia.	\$29.00	Broker/Manager	Online, Self-Paced
Managing Goal Achievement (M.G.A.)	Description Forthcoming	\$595.00	Agents/Brokers/Managers	Live Virtual
Managing Projects	In this course you will explore how to organize projects and implement a work plan.	\$29.00	Broker/Manager	Online, Self-Paced
Managing Stress	In this course you will explore how to not let yourself fall victim to the negative consequences of stress.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Marketing Excellence with TeamERA.com	Discuss how free tools on TeamERA.com help with marketing activities. Tools include: Quick Flyers, Recent Home Sales Report, OnLine Advertiser, e-Direct/ERA Direct, PR fill-in-tools)	\$0.00	Agents/Brokers/Managers	Live Virtual
Microsoft Outlook Express	Learn how to benefit from the power of electronic mail.You can start with The 10 Essentials to get up and running quickly. Then as you get more confident, continue to build your skills using our extensive library of tips and tricks. Topics include: Attaching Photos, Fliers, Virtual Tours...anything! Reading Attachments, Clocking Unwanted E-mail, and Outlook Express click RTICKSSM	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

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Microsoft PowerPoint 2000	Learn everything you need to know about using PowerPoint® in real estate. Learn the tools necessary to build a presentation from the ground up. Then once you've created a stellar presentation, learn how to link to you web site and more. This guide is an invaluable tool for real estate professionals who want to work with this powerful presentation software. Topics include: Incorporating Video, Audio and Other Multimedia, Pack and Go Your Presentation, Charts and Graphs, Using the Wizard to Create a New Presentation, and Working with Objects and Drawings.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Microsoft Word 2000	Master everything from the fundamentals to the more complex features of the incredible word processing program. Stop worrying about all of the features of Word. Everyone can master The 10 Essentials and then continue learning using the rest of this extensive guide. Let our "movies" (Show Me How) instruct you exactly how each task should be done. Topics include: Working with Text and Graphics, Formatting Your Documents, Working with Tables and Charts, Mail Merging, Understanding Spell Check and Auto Correct, and Working with Macros	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Motivating Employees	In this course you will explore how to not let yourself fall victim to the negative consequences of stress.	\$29.00	Broker/Manager	Online, Self-Paced
New and Improved ERA.com	Register for this course to see #8 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
New and Improved TeamERA.com	Register for this course to see #9 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Office Administrator Training on TeamERA.com	Select the Courses you want to view: Type Keyword here: The class will offer training and information on many of the Marketing products available for ERA offices on TeamERA.com, including Niche Marketing, ERA Technology Products, PR & Communications and Advertising & Direct Marketing. The class will teach you how to make the most of the innovative and useful products available to help you manage your office and how to assist your broker in determining which products will be most useful for your specific needs.	\$0.00	Office Admins	Live Virtual
Overcoming Objections	Register for this course to see #17 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Palm Advanced - Controlling Your World	Content: Technology. Delivery: CBT Self-paced.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Personal Financial Planning	No description.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
PowerPoint Basic	<p>This online instructor-led class will help you to learn the basics of Powerpoint:</p> <ul style="list-style-type: none"> - Exploring the PowerPoint Environment - Working with Text - Working with Masters - Printing Options <p>The primary platform demonstrated will be PowerPoint 2000</p> <p>You will receive class access instructions 24-48 hours prior to class time via the email address on file for you in eCampus Virtual classroom.</p> <p>Class registration closes 24 hours prior to class time.</p>	\$0.00	Agents/Brokers/Managers	Live Virtual
PowerPoint Intermediate	<p>A continuance to PowerPoint Basic, this online instructor-led class goes into more detail about how to format PowerPoint presentations, reviewing the following:</p> <ul style="list-style-type: none"> - Review Text Features - Working with Objects - Working with Masters - Printing Options <p>The primary platform demonstrated will be PowerPoint 2000</p> <p>You will receive class access instructions 24-48 hours prior to class time via the email address on file for you in eCampus Virtual classroom.</p> <p>Class registration closes 24 hours prior to class time.</p>	\$0.00	Agents/Brokers/Managers	Live Virtual
Presentation Skills	<p>In this course you will explore how to present information to a group, share ideas and information by avoiding stress</p>	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Preventing Sexual Harassment - Guideline for Managers	<p>In this course you will explore the fact that Sexual Harassment complaints cost companies millions of dollars each year. As a leader in your organization, you can promote a work environment free of harassment and prevent your company from becoming another statistic.</p>	\$29.00	Managers	Online, Self-Paced
Preventing Sexual Harassment for Employees	<p>In this tutorial you will explore how to foster a work environment free of harassment and prevent you and your company from becoming another statistic.</p>	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Preview of TeamERA.com Promo Flash Movie	<p>The Preview of TeamERA.com offers potential ERA brokers and sales associates an exciting glimpse into what's in store for them on TeamERA.com. It is a quick snapshot of the most popular tools on the site available to ERA members to make them aware of the advantages of joining the ERA organization. The movie is divided into sections so that visitors can skip to areas that would be of interest to them, and to view it in its entirety would take about 7-8 minutes.</p>	\$0.00	Agents/Brokers/Managers	Video
Products and Services	<p>Register for this course to see #16 or all of the 27 video segments.</p>	\$0.00	Agents/Brokers/Managers	Video

CourseName	CourseDescription	Price	Audience	Delivery Method
Professional Advantage	Learn the basic skills necessary to feel comfortable using ERA® Professional Advantage contact management system to take your business to the next level. This course is designed for both the experienced agent and those new to real estate to quickly increase your productivity and profitability. Our "one-minute movies" (Show Me How) walk you through the most complex steps. Learn to maximize the power of you Professional Advantage software. Topics include: How to Use Digital Photographs, Maximize the Power of Your Files, Understanding Mass Mailings and mass E-mailing, and Learning to Synchronize With the Palm®.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Property Source News for ERA	Register for this course to see #24 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Prospecting Expired Listings	Register for this course to see #1 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Providing Effective Feedback	In this course you will have explore how to appreciate the value of feedback and apply the right techniques.	\$29.00	Broker/Manager	Online, Self-Paced
Pyramid Prospecting	Getting your circle to work for you! According to NAR 74% of consumers would work with their Realtor again, yet only 12% actually do. Top Producers account 60% to 80% of their current business to past customer's referrals and repeat business. Learn the Why/Who/When/How of driving profit through your current and past satisfied customers and clients. Building profit through your circle is a great way to 'work smart'. In addition, this course will also teach you how to build, grow, and maintain an effective referral based business through the Business by Referral System. Visit the Select Service section on <www.TeamERA.com> to learn more about Business By Referral.	\$29.00	Agents/Brokers/Managers	Live Virtual
Qualifying Sales Prospects	In this course you will explore how to focus on a field of carefully selected sales prospects, rather than randomly contacting people who have little chance of becoming clients.	\$29.00	Broker/Manager	Online, Self-Paced
Recognizing and Avoiding Burnout	In this course you will explore how to recognize and avoid burnout, exhaustion, fatigue, and apathy so you can achieve a balance and stay on track!	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Recognizing and Managing Anger	In this course you will explore how to recognize and manage your anger before it goes out of control and creates a whole whirlwind of frustration and agony for you and those around you.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Recognizing Employee Performance	In this course you will explore how to recognize employee performance and give positive reinforcement, which is a key element of motivation. Once you master the ability of positive reinforcement you will reap the benefits of a motivated, high performing individual or team.	\$29.00	Broker/Manager	Online, Self-Paced
Recruiting and Office Management with ERA Technology	Discuss tools specifically targeting brokers and managers that help them recruit and manage the office. Tools include: Online Recruiting System, Electronic Recruiter, Brokers-only tools (office calendar, document library, send an email to my office)	\$0.00	Broker/Manager	Live Virtual
Relationships & Your Legendary Reputation	You can develop a legendary reputation! In this course you will learn that the relationships you have with other people and the community are foundational for your success. At the moment, it may be a mystery to you why you have repeat business and referrals-or why you don't. But we have the tips and strategies the experts use-use them yourself to solve the mystery and develop your own legendary reputation!	\$29.00	Broker/Manager	Online, Self-Paced

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Relocation Experience	Obtain the knowledge needed to work with corporate transferees and other incoming referrals. The Relocation Experience takes an in-depth look at obtaining and servicing referrals. You'll gain valuable information that will enable you to effectively compete in the referral and corporate relocation arena. Upon successfully completion of this course you will earn the ERA Relocation Specialist (ERS) designation.	\$39.00	Agents/Brokers/Managers	Online, Self-Paced
Relocation Management	ERA brokers, managers and relocation directors have the opportunity to receive post-conference on site training and earn the ERA Certified Relocation Office Designation (CRO). Designed to help you build a profitable relocation department and agent Rrelocation team, this course will show you how to find new sources of business through Rrelocation and REO opportunities. You will learn step-by-step procedures for setting-up a relocation department, analyzing your market, developing corporate calling strategies and structuring systems to service and convert those referral opportunities to closed transactions.	\$79.00	Broker/Manager	Online, Self-Paced
Resort and Second Home	This course is specifically designed to teach agents the knowledge and skills necessary to become specialists in the resort market. It includes an introduction on trends and issues affecting this market in addition to case studies and discussions on regional issues concerning our agents.	\$150.00	Agents/Brokers/Managers	Live Virtual
Risk Reduction for Buyer Agents	Register for this course to see #4 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Salability Rating and Pricing Analysis Grid	Register for this course to see #22 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Select Services Technology	Register for this course to see #7 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Sellers Security Plan	The Sellers Security® Plan is a proven lead generating tool which provides a distinctive and unique brand identity for ERA®. Agents will learn about the recent changes made to this guaranteed sale program, how to position the SSP in all of their listing presentations, as well as the reviewing the SSP application process from day one thru day 180.	\$0.00	Agents/Brokers/Managers	Live Virtual
Sellers Security Plan® (SSP) Agent Training	The Sellers Security® Plan Exam is designed to ensure that you understand the new revisions and areas of the Sellers Security® Plan that historically caused Sale Associate Confusion.	\$0.00	Agents	Online, Self-Paced
Sellers Security Plan® (SSP) Certification Exam	As indicated in your ERA Sellers Security Plan Program Participation Agreement, Member Broker or designate must successfully pass the Sellers Security® Plan Certification Exam.	\$0.00	Brokers	Online, Self-Paced
Senior Real Estate Specialist (SRES)	SRES is a designation designed to education Sales Associates and Brokers that want to meet the special needs and concerns of maturing Americans when buying or selling residential or investment properties. Graduates will be more qualified to help seniors make wise decisions about selling the family home, buying rental property or managing the capital gains and tax implications of owning real estate. Completion of the course entitles Associates and Brokers to be a member of SAREC (Senior Advantage Real Estate Council). As a result, their clients benefit from education and ongoing updates on senior real estate issues. Many states offer continuing education credits upon completion of this course.	\$249.00	Agents/Brokers/Managers	Live Virtual
Setting Performance Goals & Expectations	Content: Real Estate	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
Seven Habits of Successful People	Register for this course to see #19 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Solving Problems as a Team	In this tutorial you will explore problem-solving as a team and how it can lead to exceptional results, or it can be a disaster! As a team leader you will review the strategies and tips to make sure your team finds the best solution.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Specializing in High End Properties	Register for this course to see #8 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Start-Up for Real Estate	To help new sales associates get "up and running" as quickly as possible ERA® Start-Up for Real Estate is designed to new Sales Associates. This self-directed learning program offers both the Member Broker and the Sales Associate and easy-to-use and manageable program.	\$0.00	New Agents	Online, Self-Paced
Success through Service	In today's fast-paced, competitive business climate, the importance of good customer service is clear: to retain and increase the long-term value of your company's customer base. But recognizing the need for good customer service is only the beginning. Success Through Service will show you how to develop and use effective communication skills to achieve balance and efficiency in your customer service efforts-allowing you to maximize your profits.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Successfully Managing Workplace Stress	We live in exciting times-with advanced technology, an interconnected global market, and lots of opportunities for growth and achievement. The dazzling changes that everyone seems to regard as "normal" often create a potentially lethal byproduct: workplace stress. CEO's who run major organizations, team members who must simultaneously juggle multiple projects, and entrepreneurs who want to streamline their efforts all need effective tools for Successfully Managing Workplace Stress.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Superstar Panel, Part 1	Register for this course to see #10 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Superstar Panel, Part 2	Register for this course to see #11 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Talking Your Way to a Legendary Reputation	You've heard that everyone gets fifteen minutes of fame. But fifteen minutes only scratches the surface when it comes to the benefits of public presentations and television appearances. If you want to succeed in today's business world, you must develop a plan for solidifying your reputation through public exposure. This course will teach you how to capitalize on the power of public speaking and broadcast media to energize your image. You will find out how careful self-promotion, backed by solid strategy, can establish your reputation as an expert in your field!	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Tapping into Alternative Markets	Register for this course to see #26 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Target Marketing to Cultural Markets	Register for this course to see #3 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
Techniques of a Successful Agent	Register for this course to see #14 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Telephone Sales Skills	In this course you will explore your ability to sell effectively over the phone.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
The Art of Writing	Register for this course to see #20 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Beginning of Many Opportunities	Register for this course to see #25 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video

CourseName	CourseDescription	Price	Audience	Delivery Method
The Best Ideas I've Ever Stolen, Part 1	Register for this course to see #1 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Best Ideas I've Ever Stolen, Part 2	Register for this course to see #2 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
The ERA® Marketing Presentation	During this program every aspect of the ERA® Marketing presentation will be illustrated for you. The actors portray exactly how each individual section of the presentation is to be shown to sellers, and how specific questions are to be answered. From The Sellers Security® Plan, to the Home Warranty and every point in between the ERA® Marketing Presentation is a program to be reviewed often by both experienced and new Real Estate Professionals.	\$0.00	Agents/Brokers/Managers	Video
The How's & Why's of Press Releases	Register for this course to see #23 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Internet and Your Business	Register for this course to see #13 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Moving Experience	Register for this course to see #24 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Salability Rating	Register for this course to see #16 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Three Dimensions of Our Mind	Register for this course to see #27 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
The Value of Working with an Assistant	Register for this course to see #17 or all of the 27 video segments.	\$0.00	Agents/Brokers/Managers	Video
Time Management	In this course you will explore how to determine the payoff, and plan your activities.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
TOP GUN	The ERA TOP GUN Academy is the next level of training after ERA Sales Systems/ ERA Selling Skills Workshop/ERA ACCELERATION Training. The class builds on the areas of prospecting, presentations, and skill development, and shows you new techniques to master working with Private Sellers, Expired Listings, and your Circle of Influence. The focus is a better understanding of the entire process needed to be a top associate.	\$595.00	Exp. Agents	Live Classroom
Understanding and Using Contracts	In this course you will explore how to understand basic contracts to help make your transactions successful.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Upromise	Upromise is an affinity partner who has joined with ERA to help consumers save for thier children's college education. Upromise will bring new business to ERA offices, generating additional revenue and significantly increasing market share.	\$0.00	Agents/Brokers/Managers	Live Virtual
Value Added Marketing	Description Forthcoming	\$0.00	Agents/Brokers/Managers	Video
Value Selling	As an industrial salesperson, you know you must communicate value to the customer. But who exactly is your customer? The truth is that the "customer" is more than a single buyer; it's now a multifunctional buying team. The old selling strategies are not enough. You must learn to persuade multiple buying influences with a thorough analysis of your competitors and an exhaustive evaluation of your customer. Value Selling teaches you these sales strategies and equips you with a value selling presentation that will distinguish you from your competitors and close the sale.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced

CourseName	CourseDescription	Price	Audience	Delivery Method
Virtual AccelERation	Virtual AccelERation focuses on helping new ERA sales associates develop the skills needed to build a long term, successful real estate career by focusing on the creation of a profitable listing inventory. Virtual AccelERation provides new sales associates with immediate training opportunities from the convenience of their home or office, there is no need to travel and sales associates will be able to practice their skills immediately over the course of six weeks.	\$199.00	New Agents	Live Virtual
What Makes a Successful Real Estate Agent Today	Register for this course to see #23 or all of the 28 video segments.	\$0.00	Agents/Brokers/Managers	Video
What Your Appearance Says About You	People say that image is everything. And as unfair as that may be, they're absolutely right. Did you know that within ten seconds people have already formed opinions about your economic level, educational level, trustworthiness, moral character, and successfulness? What Your Appearance Says About You offers a common sense, realistic approach to improving your image. You'll learn several surefire techniques for developing an impression management plan-and for dressing above the rest.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced
Wonderful World of Resort and 2nd Home Real Estate	Do you ever wonder how to advise your clients on building wealth through real estate investments and second homes? John Tuccillo explains the demographics and the benefits to a method on building wealth through investment properties.	\$0.00	Agents/Managers/Brokers	Video
Writing Your Way to a Legendary Reputation	You've heard the expression: "the pen is mightier than the sword." Business often seems like warfare, but you can use your pen to obtain victory! Business writing is the foundation of a successful reputation. You must rely on effective and persuasive writing in your everyday business activities. Unfortunately, most businesses are not using their writing, communications, or public relation efforts to their fullest extent. This course has all the tips and strategies that you will need to get you started on your own successful reputation program.	\$29.00	Agents/Brokers/Managers	Online, Self-Paced