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## Wave of the future

### ERA Advantage Realty offers courses via video

By **GEORGE COLLINS**  
Staff Writer

Just Agent, owner/broker of ERA Advantage Realty Inc. at 901 Tarzant Trail in Port Charlotte, and St. Petersburg-based Cooke Real Estate Schools have teamed to offer the Charlotte County area a unique service.

Technology has allowed for Cooke Real Estate School to offer teachers and students to be brought together through live video-conferencing.

"Video conferencing is the best technology out there for providing courses in the local community. It's the wave of the future, but it's here now," Agent said.

Students like it because they don't have to travel as far, he said. Video-conferencing allows students the flexibility of many more class schedules to choose from to make the real estate license

granting course available, why not join the class to attend it? It's their desire to pursue a career in real estate," Agent said.



**ON THE RECORD**

In addition to the convenience of the course provided in local communities by video conference, the Cooke real estate license course is shown free on the Cooke Web site.

"These presentations are excellent for students to be able to see the actual class before they get to a video conference center and perfect for the student, after they take the course, to review the course material from the comfort of



Staff photo by Jonathan Frazier

Angie Cable, left, real estate agent, and Rebecca Desforge, assistant to the broker, view the Cooke Real Estate School video conference setup at ERA Advantage Realty in Port Charlotte.

video conference center for two years for free until they pass the state exam, he said.

Agent and Rebecca Desforge, assistant to the broker, answered questions about the service in an interview.

**How many Cooke locations are there?**

Just Cooke presently has 30 video conferencing locations around the state and hopes to have up to 60 loca-

class, materials and test for \$250. That includes the two-year free policy.

**When are the classes?**

Rebecca: We have a day class that begins today and runs from 8:25 a.m. to 6 p.m. every day through Saturday. Another day class is scheduled May 26-31.

There are day and evening classes every month and people can check with us to learn

They feel as a video link and that includes voice as well as picture through our router.

We have anywhere from two to four students in the classrooms. They can see and hear the instructor and the instructor can see and hear them. Also, at any other class in the state that is going on at that time, you can hear but not see them.

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# EXIT Realty Florida's AD

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**Ask anyone at EXIT Realty Florida why the company is now North America's fastest growing real estate franchise, and you'll probably hear the same answer.**

"Our training programs have a lot to do with our success and our growing the company a large footprint," says Kevin Ahern, Vice President of Diversity and Development for EXIT Realty Florida. "It's really played an integral role in our success as a company."

Too, many real estate companies use their training programs, but few have produced and utilized new technologies to bring training to a whole new level. Thanks to the continued efforts of their people, EXIT Realty Florida did just that. "Kevin Fisher, the president of EXIT Realty Florida had the vision. Paul Cusko, Human Resources at the

time, had the technology and the infrastructure, and I had more than 20 years of general experience in training and sales performance," says Ahern. And it was pivotal for the company's success.

Fisher was familiar with the work. Ahern and the other team had done with the Real Estate Training Institute and helped them with developing a training offering that could bring EXIT Realty Florida to the next level of success.

Ahern says, "We founded the Real Estate Training Institute over 20 years ago, and have provided training for more than 20,000 agents and brokers in 46 of 50 states. It's a company that's grown, and we're excited to grow."

The Real Estate Training Institute provides consistent training through every phase of a Realtor's or Broker's professional life—from

EXIT Realty's acquisition to the state of Florida.

"EXIT is a big state," he says. "From the Florida to Hawaii, there are 48 states, there and I get a lot of time educating, continuing education, to offer the training classes, but it all means people are going to have to take practice time away from their business in order to travel," he adds. In fact, in the past, he and Fisher have thinking and covering possible locations where to travel to the state and said, "Kevin, I'm going to spend up the way and I want you to tell the whole state and then our training plans out." The good thing about this, many times they'd succeed in providing training locations that the state would like and say, "Why don't you drive 100 miles per hour and I'll show you the whole state."

**"Good training is great," says Ahern. "But if you only get it every six months, it's not enough. It needs to be offered more consistently. And it needs to be cradle-to-the-grave in nature. That's why we offer extensive training for every stage of a Realtor's or Broker's career."**

EXIT Realty, International EXIT Realty is proud to announce the opening of the EXIT Realty office in... (text is partially obscured)



# EXIT Realty Florida's AD

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**T h i s** training program is just phenomenal. It's extremely organized and very down-to-earth in approach. It's being received extremely well. I never had such a turnout for my own training sessions—attendance for training sessions has almost doubled!

**— Broker, Richard Seaman, EXIT Realty Specialist Coconut Creek**

Left: Steve Brown, marketing and training director with EXIT Realty Florida, stands next to a large television displaying a woman on a video call. Right: A woman and a man, both EXIT Realty Florida training instructors, sit in white rocking chairs.

and then, "It was always my goal to find another solution."

Four years later, a man who had studied technology and created an infrastructure for a videoconferencing training school joined several people who wanted to become Realtors. The new technology allowed the opportunity to create a videoconferencing that would be the perfect vehicle for EXIT Realty Florida's training classes. The rest, as they say, is history. Adams says, "It has been a perfect partnership, and First's system has enabled us to bring training to EXIT Realtors in a convenient, time-efficient and interactive format."

"We can now offer training on a nationwide, consistent website level," says Adams.

"But the program has been terrific," says Adams, the President of EXIT Realty Florida. "It is a great fit for our state and website."

"The videoconferencing offered by EXIT Realty is an engaging and exciting content that can be viewed in person," he says. "In fact, maybe even more so. After all, the person delivering the training via videoconferencing can reach and engage people in the training class. But the attendees never leave their computers or looking at them. That keeps them very attentive."

But the real advantage is the content of the training program. The format of the training is called FANTRAC, and is focused toward new and underachieving agents.

"It's designed to help these individuals learn the business, from just setting and time management (ramped up and

being strategic. This website program helps new agents with "how" skills and provides a strong foundation for success."

The first year of training is really important, continues Adams. "And then coming out into the field with an agent, most agents want to know that they have been in the past. They are not looking for a part-time job. They want real estate to be successful. Having someone training is a very effective marketing tool and offers huge benefits in being able to recruit higher quality people."

Broker Richard Brown couldn't agree more. He got his license just recently, took the FANTRAC course, and has been solving the problem of the training program ever since. "I've been a Realtor for three weeks. Thanks to the videoconferencing Kevin makes, I already have one listing, a closing, and a sale," says Brown. "The home-care industry professional audience is a lot of things that I've learned. FANTRAC helped me get things in a more streamlined manner and was practical and made a lot of sense. It's a lack of a class, a good program and I would be making this course again in a

# EXIT Realty Florida's AD

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adviser. Highly motivated & for people who want to be a success."

"Good training is great," says Ahearn. "But if you only go to every six months, it's not enough. It needs to be offered more consistently. And it needs to be made available year in and year out. That's why we offer seminars during the every stage of a Realtor's or broker's career."

A limited list of training is called **TRUSTWORTHY**, and it's offered to agents who have achieved a colored sales volume in sales of \$1 million within 18 closed sales in a calendar year. The training is designed to provide a consistent level of expertise and build leaders in the industry. Topics include Ethics and Computerized Analysis, Effective-Motivation, Personal Production and Personal Profitability. "Part of the training is also connecting top producers so they can mentor and learn from each other," Ahearn says. "TRUSTWORTHY also holds weekly seminars around the team."

Broker Richard Bruno has an office located in Coconut Creek, which is one of the premiere office buildings in the EXIT Florida system. "We've got 1,000 sq

ft. of office space, including the area that is dedicated to videoconferencing and training rooms," he says. "The training program is just phenomenal. It's constantly updated and very state-of-the-art in approach. It's being received extremely well. I never had such a seminar for my own training session—attendance by training seminar has skyrocketed!"

A major level of training offered by EXIT Realty Florida is provided by EXIT Realty INTERNATIONAL. It is designed to help top producers break through to the highest levels of achievement and professionalism in the industry. Topics include The Psychology of Selling, Power Selling, Understanding Behavioral Styles, and Creating Your Own Goals.

There are "Master Level" training courses. One program we have in EXIT Florida is called

The Real Estate System. It teaches EXIT Realty Brokers how to design the administrative side of their

office. "The overall focus is to "position the Agent and his administrative personnel in the job, not the job in his personal life," Ahearn adds. "The goal is to guide the broker to the job that best suits their agents with transactions, so the agents can spend less time administering, and more time on listing and selling real estate."

More than 50 percent of EXIT Realty Florida offices currently have a dedicated room for videoconferencing training equipped with the necessary technology for videoconferencing. And more are coming on line every week.

"It's a commitment to the future of each and every one of our Realtors and brokers, and to our company," says Ahearn. And it looks like that's just the kind of commitment that will keep EXIT Realty Florida ahead of the curve.

"I've been a Realtor for three weeks. Thanks to the methodology Kevin teaches, I already have two listings, a closing and a sale," says Bruno. The former airline industry professional attributes a lot to Ahearn and his presentation.

**— New Realtor, Richard Bruno**

EXIT Realty International is a leading provider of real estate training and professional development. For more information, visit [www.exitrealty.com](http://www.exitrealty.com).

