

EDUCATION GUIDE



HAAR
HUNTSVILLE AREA ASSOCIATION of REALTORS®



MEET YOUR INSTRUCTOR

Mike Sandoval has been a member of the Huntsville Area Association of REALTORS® team since 2017. He currently serves HAAR members as the Professional Development Manager, ensuring REALTORS® have the resources they need to excel in the Real Estate Industry.

Mike became a Realtor® in 1996, where he served as a listing and selling agent, sales trainer, qualifying broker, and sales manager. Mike served as President of the Morgan County Association of REALTORS® in 2002 and again in 2014, also serving as a State Director for the Alabama Association of REALTORS® from 2001-2002. Mike was named the "Morgan County Association of REALTORS® Realtor® of the Year" in 2003, 2004, and 2013, and was voted by the Decatur Daily as "Best of the Best in 2004."

Since joining the team at ValleyMLS.com, Mike has created courses for the MLS that are taught from an agent and broker perspective.

He is also certified with the Alabama Real Estate Commission as a CE instructor.



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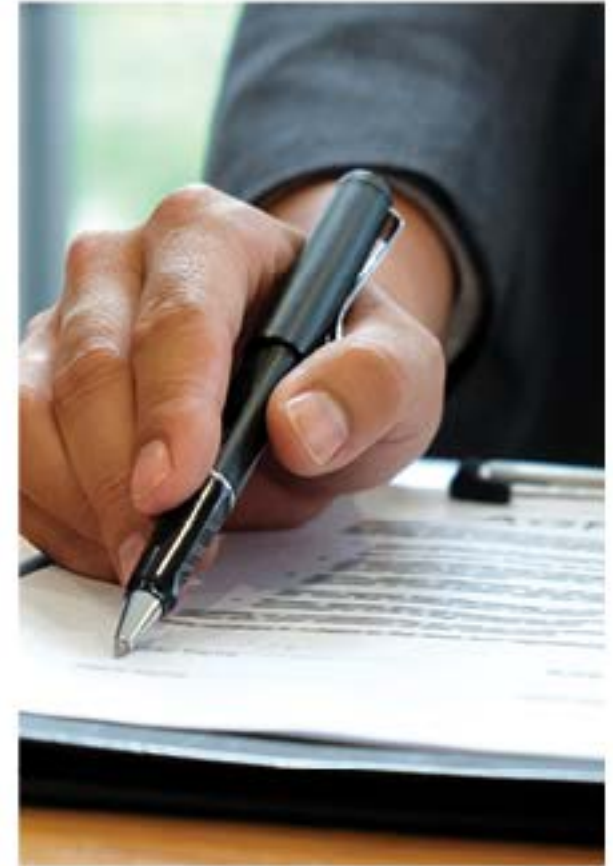
TRAINING CLASSES

(NOT for CE credit - 1.5 hour time commitment)

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RISK MANAGEMENT

This course will identify proper risk management by associating Alabama License Law with the steps in a typical real estate transaction beginning with the initial meeting of consumers who are interested in buying or selling real estate and ending with the accepted offer. Licensees have many responsibilities identified in License Law.



3 CE

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CODE OF ETHICS

OUR PROMISE OF PROFESSIONALISM



Upon completion of *The Code of Ethics: Our Promise of Professionalism* course, participants will be able to:

- Identify key aspirational concepts found in the Preamble to the National Association of REALTORS® Code of Ethics.
- Compare and contrast the REALTORS®' Code of Ethics with general business ethics.
- Describe the concepts established in Articles 1, 2, 3, 11, and 16 of the Code of Ethics and identify possible violations of the Code of Ethics specifically related to those Articles.
- Describe the professional standards process for enforcing the Code of Ethics, including the duty to arbitrate.
- Identify critical elements of due process as they relate to Code enforcement.

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3 CE

HOMESNAP

REAL ESTATE TOOLS

Learn how to tackle the issues that are at the core of your business through Homesnap. By learning how to utilize the tools available to agents and consumers in Homesnap, agents can increase their productivity, maximize their efficiency, and impress their clients while managing their business on-the-go.

At the completion of this course, students will be able to access accurate, updated, and comprehensive MLS data to run their business. In addition to having this information readily accessible, students will become proficient in leveraging tools to increase day-to-day productivity, collaborate with clients, and grow their business pipeline.

Clients will benefit from increased responsiveness, up-to-date property information, and personalized customer service. Leaving this course, students will be ready to incorporate Homesnap into their day-to-day jobs to build their business.

3 CE



homesnap

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DOTLOOP

REAL ESTATE TECHNOLOGY

This course focuses on real estate technology education, application, and meeting customer needs and expectations through Dotloop. Digital tools will allow licensees to provide convenient and efficient tools for their customers and clients, including:

- e-signatures
- online task lists
- cross-system collaboration
- remote document signatures

Licensees will learn how to utilize these tools to expedite the home-buying and selling process for clients, while keeping the licensee organized and accountable. Dotloop also enhances communication between licensee and client - which is often the number one complaint of the public when going through the home-buying or selling process.



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3 CE

PARAGON

COMPREHENSIVE CE COURSE

This comprehensive intro to Paragon will equip licensees with the knowledge they need to perform a basic search in Paragon as well as save, print and email search results. This instruction is critical to procure accurate and complete search results for consumers.

Licensees will become familiar with the main features on the Paragon homepage, their purpose and how to access and use them. This is critical learning in order to provide fast accurate service to customers and clients.

3 CE



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RIGHT START NEW AGENT TRAINING

HAAR's Right Start New Agent Training is an intensive "Orientation 2.0" course taught over three full days, over three months. This class is geared toward providing REALTORS® a next-level curriculum of training from Real Estate experts. The cost of this three-day course is \$299 and is limited to 20 students. Those completing this course will receive the **HAAR Right Start Certification** from HAAR, a recognition pin and designation on our website as a HAAR Right Start REALTOR®.

24hrs
time commitment



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DAY 1: Building Your Business and Demonstrating Your Value

Students will learn the essential skills to build their business, develop a business plan, and apply proven strategies to market themselves and their business. The course covers: Financial Management, CRM Databases, Target Marketing, Building Spheres, Your Value Proposition, Converting Leads, Time Management, Starting Your Business, and Creating a Plan for Success.

DAY 2: Converting Buyers and Building Your Buyer-Side Business

Students will learn what buyers look for in today's market and how to provide an elevated level of professional service while maintaining strict adherence to Statutory Law and the Code of Ethics. The course covers: Understanding Today's Buyers, Fair Housing, Client vs. Customer, Converting Prospects into Buyers, Buyer Agreements and Securing Loyalty, Buyer Counseling Presentation, Navigating the Paperwork.

DAY 3: Neutralizing Sellers Concerns & Building Your Listing-Side Business

Students will gain an in-depth knowledge of today's sellers and their unique needs. This course covers: Lead Conversion, Do Not Call Legislation, Research and Preparation, CMA's and Pricing, Seller Counseling Presentation, Neutralizing Concerns, Handling Objections, and Navigating the Paperwork.

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HOMESNAP TRAINING

The Homesnap app is a valuable resource to both the licensee and the consumer.

By conclusion of this 1.5 hour intro course, the student will be able to share this tool with all of their clients, consumers, and sphere of influence so that they have access to accurate, up-to-date MLS data with the following benefits.

1.5hrs
time commitment



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DOTLOOP

TRAINING

Learn how Dotloop helps real estate agents and brokers collaborate to get deals done.



- Adding Preferences - Create your personal profile and Dotloop premium account.
- Adding People - Know the importance of completing all the information possible
- Adding Documents - Find the template icon and know how to copy forms and also create personalized folders.

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1.5hrs
time commitment

RULES & REGULATIONS

TRAINING

Integrity of data is the most precious commodity that any MLS has. Protection of that integrity is a challenging task, but paramount to providing subscribers with the most accurate data that serves the needs of your clients and other consumers.

This class will cover our MLS Guidelines and how and why they are established.

1.5hrs
time commitment



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COLLAB CENTER

TRAINING



Want to be different than other licensees?
In this class you will learn how:

- To create a site designed specifically for each buyer or seller.
- How to customize your reports with your information, pictures, cell number, etc.
- Adding contacts and creating their personalized search and Collab Center website.
- Benefits and features of the Collab Center for both the buyer and seller.

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1.5hrs
time commitment

BROKER LOAD/LISTING INPUT TRAINING

You have a new listing! Now it's time to enter it into ValleyMLS.com. In this class you will learn:

- How to enter your listing and optimize for searches.
- The value and purpose of Tax Autofill.
- What are the required fields for a listing and how do you save information as a partial.
- The importance of the "Features" field for your listings.

1.5hrs
time commitment



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CLOUD CMA

TRAINING



Learning how to determine market value for both the buyer and seller is key in Real Estate and Paragon has a CMA module that simplifies the process! In this class you will learn:

- How to customize your reports with your information, pictures, cell number, etc.
- How to add a subject property as well as using a previously listed property.
- How to add comparable properties and adjust the values of comparables.
- How to personalize your CMA presentation.

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1.5hrs
time commitment

REALTORS PROPERTY RESOURCE TRAINING

RPR is a Realtor® member benefit from NAR. This member-only facing site will help Realtors® determine the value of a property, find pertinent information about the property by searching public records, and print labels. Attendees will also learn:

- How to search for properties that are listed in other MLS systems.
- How to print different reports, like seller and neighborhood reports, for the same property.

1.5hrs
time commitment



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MARKETSTATS

TRAINING

Learn how this valuable tool can make you the market expert with a simple click! You can find out the DOM, dollars per square foot, and absorption rate of a county, city, or subdivision. You will also learn how to post these charts on your social media, send via email or embed on your personal website.



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1.5hrs
time commitment

MLS TIPS & TRICKS

TRAINING

This class provides the tools you need to navigate your Paragon system and utilize the productivity tools that come with your ValleyMLS.com membership.

Learn how to print and email different flyers on the same property, how to add search results to a CMA and other tips and tricks to simplify how you do business.



1.5hrs
time commitment

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RECAD OVERVIEW

TRAINING



This class discusses the one of the most misunderstood documents in our industry, but that every licensee needs to know and use!

In this course you will learn about your legal obligations, what the RECAD form does and does not do, and how to explain it to the consumer.

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1.5hrs
time commitment

RISK MANAGEMENT

TRAINING

This class is an overview of what Risk Management is and the best ways to avoid violating Alabama License Law and the inside of a courtroom.

The most commonly asked questions are answered in this class.

1.5hrs
time commitment



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We inform, influence and empower a thriving real estate market by focusing on:
EDUCATION | ADVOCACY | CONNECTIONS



INFORM | INFLUENCE | EMPOWER

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Learn more at HAAR.realtor