



NWIA Continuing Education Classes:

The Detailed Descriptions

Thursday, October 25 and Friday, October 26, 2018

At Stoney Creek Hotel & Conference Center, Sioux City

Each class \$30, 3 elective credits per class available

Get A Grip: Finding Your Balance Without Losing It

Thursday, October 25

Stoney Creek Hotel & Conference Center, Sioux City

9 am – 12 noon

\$30, 3 elective CE credits available

[Register for classes here online through the NAR.realtor portal](#)

Stop pleading insanity and Get a Grip! This fast paced, content packed presentation identifies the internal and external influences that create chaos and stress in our daily lives. Get real life suggestions on establishing balance. Examine change, motivation, personal accountability, stress survival, time management, and how to diagnose your “stumbling blocks.”

Upon completion of the course, the participant will be able to:

- Define the term change and relate to the student how change is a positive way to professional growth.
- Review aspects of creativity (limited thinking, participation, killer phrases, and comfort zones) and how to enhance individual creativity to work and relationships.
- Overview of differences between being a victim versus being accountable for personal growth and productivity.
- Review characteristics of a “doer” personality type who is positive results oriented. Explore ways to implement these characteristics in the student’s life.
- Define stress and the sources of where stress comes from. Focus on effective measures to reduce negative stress.
- Classify what things are deemed “time wasters”. Focus on tasks and skills that will streamline approaches to work and minimize distractions.
- Overview of basic planning skills and problem diagnosis. Help students understand how their communication skills are critical to reducing stress and enhancing their usage of the time available to them. Enhance student’s ability to be more effective in accomplishing tasks.

There's No Such Thing As A One Person Tango
Thursday, October 25
Stoney Creek Hotel & Conference Center, Sioux City
1:00 pm – 4:00 pm
\$30, 3 elective CE credits available
[Register for classes here online through the NAR.realtor portal](#)

Effectively connecting with your Sellers and Buyers (and prevent “stepping on toes”) is the single best communication skill you can develop! What does your handshake say about you? What elements affect that all important first impression? Enhance your interactive style and ability to decode signals by attending this fun and fascinating session. After all, it takes two to tango . . . or to communicate and collaborate.

Upon completion of the course, the participant will be able to:

- Dispel the notion that buyers are liars through participation in a group exercise that demonstrates how our perceptions of what we think we read or heard sets the state for miscommunication between customers/clients and their agents.
- Gain insight about how human beings make assumptions about the information they have heard or seen based upon how they view the world and acknowledge that without enough information, people have a tendency to fill in the blanks, thus creating communication havoc.
- Identify the characteristics of different behavior types and react to those behaviors in a positive, relationship enforcing manner rather than allowing that behavior to disrupt the transaction
- Develop a communication process that will enhance your overall effectiveness when interviewing your Sellers and Buyers by recognizing behaviors that can create a disconnect.
- Outline attitudes, perceptions, and belief structures that may prevent fluid and effective communications through utilization of self-examination quiz, role play and group discussion
- Decode the hidden messages in a relationship so that a straight forward communication can take place between you and your client.
- Interpret behavior characteristics by analyzing a handshake and with this information construct the conversation and communication in such a way that is most favorably received.
- With insight into emotional intelligence and the combination of words, tone and body language, participants will become more aware of the truth in an interpersonal interaction which will ultimately result in better relationships.
- Interpret body language and communication styles to best establish a method of interaction that will have positive results. Utilize the concepts of emotional intelligence in building your relationships.

Mind the Gap: Minimizing Generational Conflict

Friday, October 26

Stoney Creek Hotel & Conference Center, Sioux City

9 am – 12 noon

\$30, 3 elective CE credits available

[Register for classes here online through the NAR.realtor portal](#)

In Europe, stepping on to a subway is preceded by a recorded warning “Mind the Gap”. Now, more than ever, real estate licensees are working with a highly diverse group of consumers. Licensees no longer can expect to achieve measurable results in their marketing efforts by operating in an information vacuum and not acknowledging the impact of generational influences. Bridge the gap between generations by developing a targeted For Sale by Owner and Expired prospecting campaign with the intent of making YOU the information resource when it comes to real estate. Get specific in designing your approach to the different generations and uncover your overall effectiveness by initiating a personal procedural audit process that will help ensure your career stays aligned with a changing marketplace. Targeting communication to the needs of different generations will help create powerful, meaningful connections with the consumer and will build your referral base. When you “mind the gap” everyone wins.

Upon completion of the course, the participant will be able to:

- Effectively define what comprises specific generation in terms of values and experiences.
- Understand the impact of a generational culture and how those experiences can shape communication between the licensee and the consumer/client.
- Identify ways to improve their materials and internet presence to better meet the needs of the various generations.
- Work more efficiently with the different generations as they adapt their communication styles and decision making process to account for generational differences.
- Communicate effectively with all age groups as they apply generational concepts in day to day interactions with consumers/clients and build prospecting techniques by adapting procedures and materials for attracting and building relationships with the different generations – Traditionals, Baby Boomers, Generation X, Generation Y and Generation Z.
- Design a compelling, consistent For Sale by Owner and Expired prospecting campaign from different generational points of view that will result in a greater listing effectiveness and clearer communication with the client.
- Adapt communication, processing procedures and materials to attract and build relationships with different generational groups.
- Reduce the number of days a listing remains on the market by identifying and maintaining a high level of competency through a highly personalized skills and ability procedural audit based on achieving the results the client wants.
- Determine the top five key activities a real estate licensee must do in order to successful in their relationships with customers and clients.

Preserving Dignity

Friday, October 26

Stoney Creek Hotel & Conference Center

1:00 pm – 4:00 pm

\$30, 3 elective CE credits available

[Register for classes here online through the NAR.realtor portal](#)

A highly interactive ethics and law update course where students gain competency in handling real estate transactions related to Fair Housing issues. Participants will be actively involved in viable case studies, as well as group discussion regarding ethics issues.

Upon completion of the course, the participant will be able to:

- Acknowledge that changing population trends increases the concern for providing equal professional service to all and act accordingly.
- Identify the protected classes under the Fair Housing laws and how violations can occur if the guidelines of conduct aren't adhered to by the client/licensee and company.
- Review and identify the fair housing violations and identify how testers work to ensure the guidelines are followed.
- List and explain the exemptions from Federal Fair Housing Laws.
- Name specific actions that could cause a Fair Housing violation and how to act if such an occasion arises while working with a customer/client.
- Describe how to answer potentially illegal questions without damaging customer/client relationships.
- Identify terms, phrases, symbols, or illustrations that convey discriminatory intent in advertising. Anticipate and apply legal responses to real life situations that may occur when working with a customer/client of a protected class.
- Review and explain the various enforcement procedures when illegal fair housing activities occur and fine-tune how interactions with clients occur.