

# **BIAW Real Estate School**

## **Approved Classes & Descriptions**

Updated February 2019

### **CAPS 1: Marketing & Communicating with the Aging in Place Client 8 Real Estate Clock Hours**

Millions of Americans are living longer and more active lives. In embracing newly found and changing lifestyles, a need to revitalize their home environment has arisen. Identifying this burgeoning opportunity and then developing the skills to interact with this market can help you grow your business dramatically. The goal of the course is to equip course participants with the knowledge and tools to effectively market and sell services to the aging in place (AIP) market.

### **CAPS 2: Design Concepts for Livable Homes and Aging In Place 8 Real Estate Clock Hours**

The goal of this course is to enable participants to identify common challenges within the home and understand attractive design concepts that create a safe and comfortable environment for clients who want to age in place as well as identify with one or more of these groups:

- Individuals who are not experiencing health issues related to aging
- Individuals who have a progressive or other condition that requires home modifications/equipment
- Individuals who are dealing with an abrupt or traumatic health-related changes.
- The course presents various methods and techniques for modifying home design, from the perspective of new construction and retrofitting.

### **Certified New Home Sales Professional (CSP) 24 Real Estate Clock Hours – CLASS ROOM SETTING**

Master the craft of successful selling. This professional-level course is designed for specialists in new home sales. You will gain a broad understanding of the home building business, discuss consumer psychology and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections. As a graduate of this course, you will be able to define and describe the:

- Qualifications and characteristics of a new home salesperson
- Differences between selling new homes and resale homes
- Role of the Critical Path to Successful Selling in the new home sales environment
- Basic steps of the builder's decision making and development process
- Basic construction features that benefit the home buyer
- Builder's marketing approach and the impact the new home salesperson has in the marketing process
- Impact of consumer behavior on the new home selling process
- Basic elements of effective communications in the selling environment
- Importance of prospecting in searching for and qualifying potential buyers
- Legal aspects of the real estate business and fair housing guidelines

You will also gain the following skills:

- Greeting and qualifying a prospective buyer
- Using the area and community as selling point
- Successfully demonstrating the product
- Handling objections
- Reducing the process to writing
- Successful closing
- Basic new

home financing • Using follow-up systems to increase sales • Final walk-through and call-back procedures

## **Construction Contracts and Lien Law**

### **7.5 Real Estate Clock Hours**

The Contracts portion of the class will teach you the important terms you need to address in your contract in order to minimize the occurrence and magnitude of problems that inevitably arise with customers or other contractors. You will learn how to write an improved contract that contains the required legal notices, limits your exposure to claims and liabilities, provides for economical resolution of a dispute, establishes a practical method of handling change orders, gives the customer a limited warranty, and precludes your customer from firing you and hiring somebody else to fix or complete your work. All good things you need in your standard contract. This seminar also explains the significant terms of the standard commercial subcontract and how these terms can present unwanted risk to the subcontractor. You will learn that these terms should be negotiated rather than blindly accepted.

The Lien section of the class will teach you how to prepare record and foreclose a lien on either a commercial or residential project. The seminar will also teach you how to prepare, file and foreclose your lien against a payment bond or a retainage on any federal, state, county, or city public works project. Both liens and public works claims generally require a preliminary notice. This is all explained at the Lien seminar.

### **BIAW instructors approved to teach classes with Real Estate clock hours:**

Joseph Irons, David Linville, Larry Linville, Dave Porter

*The BIAW Real Estate School is a subsidiary of the Building Industry Association of Washington's Education Program, 111 21<sup>st</sup> Avenue SW, Olympia, WA 98501.*

In accordance with the provisions of RCW 18.85, and Chapter 308-124H WAC, the Director of the Department of Licensing, 360.664.6505, reviewed and approved the BIAW Real Estate School, which is a subsidiary of the Building Industry Association of Washington's Education Program, 111 21<sup>st</sup> Avenue SW, Olympia, WA 98501 and. For course information or registration contact BIAW at (360) 352-7800 or [education@biaw.com](mailto:education@biaw.com)