

REAL ESTATE INSTITUTE CONTINUING EDUCATION

2012

Now Approved for Pennsylvania and New Jersey Continuing Education Credits!



TEMPLE
UNIVERSITY®

| Center City

COURSE PLANNING GUIDE

WE MAKE IT EASY FOR YOU TO PLAN

APRIL

sun	mon	tues	wed	thurs	fri
1	2	3	4	5	6 7
8	9	10	11	12	13 14
15	16	17	18	19	20 21
22	23	24	25	26	27 28
29	30				

PLEASE SEE PAGES 4 AND 5
FOR COURSE DESCRIPTIONS

MAY

sun	mon	tues	wed	thurs	fri
		1	2	3	4 5
6	7	8	9	10	11 12
13	14	15	16	17	18 19
20	21	22	23	24	25 26
27	28	29	30	31	

WE ALSO OFFER 2-HOUR,
6-HOUR, 8-HOUR AND
12-HOUR ONLINE
CONTINUING EDUCATION
COURSES. PLEASE VISIT
WWW.TEMPLE.EDU/REI.

APRIL COURSES

April 4	9:00 – 12:30	■ Listing, Selling, or Renting Pet-Friendly Real Estate
April 9	9:00 – 4:30	■ Understanding Settlement and the HUD-1
April 10	9:00 – 12:30	■ Partnering to Attract Companies and Economic Development in Commercial Real Estate
	1:00 – 4:30	■ Commercial Real Estate: Build to Suit Development
April 12	9:00 – 12:30	■ Growing Your Client Base through Social Media Marketing
	1:00 – 4:30	■ Commercial Real Estate: Prospecting, Developing and Maintaining Client Relationships
April 16	9:00 – 12:30	■ Greening Your Real Estate Deals: Opportunities and Risks in Sustainable Development
	1:00 – 4:30	■ Tax Credit Financing in Real Estate Development
April 19	9:00 – 12:30	■ Diversification of Center City's Economy: Real Estate Development, Infrastructure Investment
	1:00 – 4:30	■ Capital Market Conditions and Its Impact on Commercial Real Estate
April 23	1:00 – 4:30	■ Save Your Residential Sale – Refuting the Appraised Value
April 24	9:00 – 4:30	■ Different Perspectives In Adaptive Reuse
April 26	9:00 – 4:30	■ Short Sales-Representing Buyers or Upside Down Homeowners
	1:00 – 4:30	■ Buying and Selling Distressed Real Estate

MAY COURSES

May 2	9:00 – 4:30	■ Understanding Settlement and the HUD-1
May 3	9:00 – 12:30	■ Commercial RE: Prospecting, Developing and Maintaining Client Relationships
	1:00 – 4:30	■ Commercial RE: Build to Suit Development
May 9	9:00 – 12:30	■ Listing, Selling, or Renting Pet-Friendly Real Estate
	1:00 – 4:30	■ Save Your Residential Sale – Refuting the Appraised Value
May 10	9:00 – 12:30	■ Capital Market Conditions and Its Impact on Commercial Real Estate
	1:00 – 4:30	■ Greening Your Real Estate Deals: Opportunities and Risks in Sustainable Development
May 15	9:00 – 12:30	■ Diversification of Center City's Economy: Real Estate Development, Infrastructure Investment
	1:00 – 4:30	■ Current Trends Impacting Retail Real Estate
May 16	9:00 – 4:30	■ Different Perspectives In Adaptive Reuse
May 17	9:00 – 4:30	■ Short Sales-Representing Buyers or Upside Down Homeowners
May 21	9:00 – 12:30	■ Partnering to Attract Companies and Economic Development in Commercial Real Estate
	1:00 – 4:30	■ Tax Credit Financing in Real Estate Development
May 24	9:00 – 12:30	■ Growing Your Client Base through Social Media Marketing
	1:00 – 4:30	■ Buying and Selling Distressed Real Estate

REAL ESTATE INSTITUTE AT TEMPLE UNIVERSITY CENTER CITY

REGISTER NOW!

Complete the entire 14 hours of the required education to **renew your PA real estate license for the 2012 renewal cycle.**

3.5 CREDIT HOUR COURSES

Current Trends Impacting Retail Real Estate

Taught by Michael Silverman, Joseph Pasquarella

ONE DATE ONLY:

Tuesday, May 15, 1:00–4:30

This program will focus on the depth of retail properties as it relates to national, regional, and local economic trends. Participants will explore this asset class as it relates to market rentals, demand generators, and general negotiations between buyers/sellers, landlords and tenants.

3.5 cr hrs | Fee: \$70

Diversification of Center City's Economy: Real Estate Development, Infrastructure Investment, Tax Reform and Economic Growth

Taught by Paul Levy

■ Select ONE date

Thursday, April 19, 9:00–12:30

Tuesday, May 15, 9:00–12:30

To familiarize real estate professionals with the successful diversification of Center City's economy and to highlight those real estate and infrastructure investments and tax reforms that are essential if Philadelphia is to reverse years of job decline and can prompt job growth in the coming decade and create a new climate for investment and opportunity.

3.5 cr hrs | Fee: \$70

Greening Your Real Estate Deals: Opportunities and Risks in Sustainable Development

Taught by Joseph Manko, Esq, Rodd Bender Esq, Brenda Gotanda, Esq, Suzanne Ilene Schiller, Esq

■ Select ONE date

Monday, April 16, 9:00–12:30

Thursday, May 10, 1:00–4:30

"Green" or sustainable development continues to be a major theme in the commercial and industrial real estate marketplace. Learn about the latest consensus standards, legal and regulatory issues and transactional trends in green building, energy efficiency and renewable energy, green marketing, and infrastructure considerations. Explore from a litigation perspective how to identify, avoid, and resolve disputes that can arise as well as help you facilitate deals in our increasingly green economy.

3.5 cr hrs | Fee: \$70

Save Your Residential Sale – Refuting the Appraised Value

Taught by Jim Dougherty

■ Select ONE date

Monday, April 23, 1:00–4:30

Wednesday, May 9, 1:00–4:30

In this volatile real estate climate deals are often lost due to the conclusions of an appraiser: a value conclusion that is below the sale price, misinterpretation of market trends and calling for repairs that are not required by either HUD or FNMA. Enhance your ability to comprehend the appraisal form and how to recognize unsupported conclusions and contradictions in the appraisal report in order to resolve issues and bring that deal to settlement.

3.5 cr hrs | Fee: \$70

Capital Market Conditions and Its Impact on Commercial Real Estate

Taught by Jay White

■ Select ONE date

Thursday, April 19, 1:00–4:30

Thursday, May 10, 9:00–12:30

The capital markets, the economy and real estate all complement one another. If an expanding economy is the heart of the real estate industry then the capital market flows are its blood. Expand your knowledge of the business economic cycle of Growth, Peak, Slump/Recession, Trough, and Recovery and how each influences/ affects the capital markets and real estate. Recognize the points of commercial real estate performance i.e., leasing, investment sales, values, development and how it inter-plays with the economy and the availability of capital (equity and debt) to foster activity.

3.5 cr hrs | Fee: \$70

Listing, Selling, or Renting Pet-Friendly Real Estate

Taught by John Featherman

■ Select ONE date

Wednesday, April 4, 9:00–12:30

Wednesday, May 9, 9:00–12:30

Do you love animals? Do you want to make a difference and make money at the same time? Whether your clients are buyers or tenants, sellers or landlords, you will acquire the tools you need to transact the perfect pet-friendly home, condo or commercial space. For the listing agent, topics include: staging, marketing, pet policies and closing. For the buyer's/tenant's agent, topics include: identifying pet-friendly properties, preparing pet addendums, and negotiating fees/deposits. This course is your essential guide to becoming the paw-sitively purrfect pet-friendly licensee.

3.5 cr hrs | Fee: \$70

Commercial Real Estate: Prospecting, Developing and Maintaining Client Relationships

Taught by Chuck Swope

■ Select ONE date

Thursday, April 12, 1:00–4:30

Thursday, May 3, 9:00–12:30

How do you prospect, foster, enhance, and retain tenant relationships? Tenants are the life-blood of commercial investment real estate. This course will provide an overview on techniques for finding tenants, analyzing tenant needs, and growing your relationship with tenants. Proven concepts and case studies will give you a new insight into enhancing the tenant—landlord—broker relationship.

3.5 cr hrs | Fee: \$70

Commercial Real Estate: Build to Suit Development

Taught by Brian Berson, Brian Cohen

■ Select ONE date

Tuesday, April 10, 1:00–4:30

Thursday, May 3, 1:00–4:30

As we slowly emerge from the 2008 economic apocalypse, and speculative development remains largely shut down, we are seeing recovery in the form of pent up real estate requirements for large users translating into "Build to Suit" developments. We will address this aspect of our business from identifying potential users, marketing, site selection, financing, permitting, design, construction, and leasing of these new buildings. You will be introduced to all of the pieces that go into a new development and will gain a more complete understanding of the many forms of "Build to Suit" development.

3.5 cr hrs | Fee: \$70

3.5 CREDIT HOUR COURSES

Tax Credit Financing in Real Estate Development

Taught by Mark Herrmann, David Blumenfeld

■ Select ONE date

Monday, April 16, 1:00–4:30
Monday, May 21, 1:00–4:30

Find your equity in tax credit deals! Learn how to structure a tax credit deal, find alternative sources of tax credit financing and be able to utilize the mechanics of creating a tax credit deal in real estate development. Using actual case studies in class, you will develop and apply new techniques to discover how tax credit deals work.

3.5 cr hrs | Fee: \$70

Partnering to Attract Companies and Economic Development in Commercial Real Estate

Taught by Troy Adams

■ Select ONE date

Tuesday, April 10, 9:00–12:30
Monday, May 21, 9:00–12:30

The site selection process is continually evolving, and the attributes of a building or site are just one of the litany of factors that companies use when deciding where to locate their business. The commercial real estate professional will learn from the perspective of Select Greater Philadelphia what factors companies and their site consultants are using to measure a community for a new location, as well as what tools and local resources are available to help you fill your space, create jobs, and ultimately grow the regional economy.

3.5 cr hrs | Fee: \$70

Growing Your Client Base through Social Media Marketing

Taught by Joseph Glennon

■ Select ONE date

Thursday, April 12, 9:00–12:30
Thursday, May 24, 9:00–12:30

The objectives of your business have not changed. So why is your plan not working. It's because the ways we market and do business have changed. Technology changes have created a paradigm shift in marketing. Gain an overview of specific digital/social programs to help you survive these changing times and develop techniques to help stabilize your business in order to grow your client base. Expand your understanding of the economic cycle, re-evaluate your business plan and develop a new perspective in marketing through the Economic Clock segment.

3.5 cr hrs | Fee: \$70

Buying and Selling Distressed Real Estate

Taught by Greg West, William Stewart, Esq., Mark Herrmann

■ Select ONE date

Thursday, April 26, 1:00–4:30
Thursday, May 24, 1:00–4:30

Distressed property abounds in today's market and is a great opportunity for some or perhaps a great burden for others. Learn the realities and risks of distressed property transactions from several different perspectives. We will explore both successful and not so successful deals.

3.5 cr hrs | Fee: \$70

7 CREDIT HOUR COURSES

Different Perspectives In Adaptive Reuse

Taught by Leah Erickson

■ Select ONE date

Tuesday, April 24, 9:00–4:30
Wednesday, May 16, 9:00–4:30

When is it economically feasible to change communities and the buildings within them in order to better reflect both current and future trends? What are the "idealistic" real estate market development trends? What are the most realistic and cost efficient trends? How do we combine both idealism and realism in order to achieve cost efficient and progressive solutions? We will examine older communities and all real property types in order to determine how to revitalize them for current real estate markets and future trends.

7 cr hrs | Fee: \$140

Short Sales-Representing Buyers or Upside Down Homeowners

Taught by Jon Christopher

■ Select ONE date

Thursday, April 26, 9:00–4:30
Thursday, May 17, 9:00–4:30

The Short Sale has taken center stage in today's real estate market. In order to facilitate a short sale, all real estate licensees need to gain the basic knowledge and concepts of a short sale in order to eliminate any possible uncertainties. This course is designed to provide an understanding of the real estate professional's role in the short sale process, as well as be able to utilize many advanced implementation techniques in order to take the short sale to settlement.

7 cr hrs | Fee: \$140

Understanding Settlement and the HUD-1

Taught by Flora Rubin

■ Select ONE date

Monday, April 9, 9:00–4:30
Wednesday, May 2, 9:00–4:30

What are YOU doing at settlement? A course that takes you from serving coffee to understanding and explaining documents such as the good faith estimate and the HUD-1 settlement sheet. Make sure your clients understand that that you are a professional, knowledgeable real estate licensee and a necessary part of the transaction to the very end of the transaction.

7 cr hrs | Fee: \$140

Attention, New Real Estate Licensees: If you were licensed after December 1, 2009, the Real Estate Commission requires that you complete 14 hours of these specific Mandatory Continuing Education programs:

7-hr. General Module **AND** 7-hr. Residential Module **OR** 7-hr. Commercial Module

