PRUDENTIAL University

Prudential University Program Guide

2010

Prudential

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Prudential University

Prudential University is the term used to describe all educational offerings available to Prudential Real Estate Network members. Prudential University provides training utilizing several delivery methods to both sales professional and broker/manager audiences.

This guide provides a complete description of all training deliveries and also includes information regarding the Education and Networking Events offered to Network members.

Our Education Philosophy:

The PRERS Education philosophy is unique in that it incorporates traditional training methods with new on-demand training technologies to reach learners of all styles and generations.

We support traditional learning through classroom style training, coaching programs and self-study resources as well as new on-demand training that includes virtual instructor led training, web-based training, networking communities and performance support and reporting through the Prudential University LearnCenter.

The learning process is a journey that begins with discovery that motivates and gets the learner involved, and gives information needed to learn new skills. Learning is reinforced with practice and coaching so the learner can walk away with skills they can directly apply in their business.

We utilize a wide array of training options to reach everyone in our Network with learning that not only teaches business concepts and skills, but reinforces and supports the learning with outstanding tools and resources in order to raise the quality and expertise of our entire Network.

Prudential University LearnCenter

The Prudential University LearnCenter is an online learning management system that provides access to training content and learning services when you need it. Training is provided in three key areas:

1. **Web-Based Training** – sometimes called e-learning is anywhere, any-time, self-directed and self-paced instruction delivered over the Internet.
2. **Instructor Led Training** – traditional training delivered in a live classroom setting and scheduled by the Education team.
3. **Virtual Instructor Led Training** - a method of delivering traditional classroom training with a live instructor via the Internet and a telephone connection or Voice over Internet Protocol (VoIP).

The LearnCenter is accessed by single sign on through PREA Center > Education > Access LearnCenter, or through the LearnCenter link in the Technology Links section on the PREA Center Homepage. This robust site offers educational and skills training for sales professionals, brokers, owners, managers and trainers at all levels. The LearnCenter includes:

- **Course Catalog:** A complete listing of Web-Based Training, Instructor Led Training and Virtual Instructor Led Training offerings.
- **Resource Library:** Includes available training guides audio downloads, templates, scripts and other useful tools and resources to enhance the learning.
- **FAQs:** Find answers and tips to common LearnCenter questions.
- **My Training:** Displays your personal list of course enrollments, courses in progress and courses completed.
- **Managers' Tools:** This section is specifically for managers to access training, resources and information to manage and build their office.
- **Trainers' Tools:** Where trainers can access downloadable courses, course materials, tools and best practices to help enrich office meetings and trainings.
- **CE/Licensing:** Comprehensive array of pre-licensing, continuing education certification and designation courses for brokers and sales professionals at a discounted rate.

Web-Based Training (WBT)

Action Pack for Success

Sales Professionals

Action Pack for Success is a collection of some of the best real estate sales professional business strategies offered in the real estate industry. These modules are a guide to learning the basic skills and knowledge necessary to succeed in real estate.

Each web-based training module is supported with a downloadable self-study guide that includes sample scripts, planned activities, forms, checklists and summary questions to reinforce learning. All Action Pack for Success resources are available on the LearnCenter Resource Library.

Action Pack for Success 1: Business Management

- ☑ This module contains exercises, activities and worksheets to assist you in planning your time to maximize efficiency and to prepare a 12-month business plan.

Action Pack for Success 2: Psychology of Selling

- ☑ Understanding the psychology of who you are and who your clients are, you will find it much easier to work with people of various behavioral styles.

Action Pack for Success 3: Developing Sales Skills

- ☑ Selling is an orderly process of uncovering the needs of customers and finding practical solutions to meet those needs. Learn to develop smooth-flowing dialogues and build confidence in your ability to help people make good buying and selling decisions.

Action Pack for Success 4: Prospecting

- ☑ A consciously applied program of prospecting is a key factor in your success. Learn to develop a plan, make contact, prioritize your leads and maintain a follow-up system.

Action Pack for Success 5: FSBO and Expired Listings

- ☑ The For Sale By Owner and Expired Listing are among the most challenging, yet rewarding areas of prospecting. Your challenge will be to determine if and how you can best help them and implement a plan for making contact and follow up.

Action Pack for Success 6: Territory Management

- ☑ You may want to establish yourself as the "expert for real estate" in your selected territory or neighborhood. In this module you will list criteria for selecting a territory and formulate a plan for contacting homeowners on a regular basis.

Action Pack for Success 7: The Homeselling System

- ☑ This course has been replaced by the Power Listing Strategies web-based course.

Action Pack for Success 8: The Listing Process

- ☑ This course has been replaced by the Power Listing Strategies web-based course.

Action Pack for Success 9: Marketing and Servicing Strategies

- ☑ Once a signed listing agreement is secured, the job of the sales professional falls into two categories: Marketing and Servicing. In this course you will explore and implement strategies to create a customized marketing plan of activities designed to get the property sold.

Action Pack for Success 10: Open House

- ☑ Learn to apply criteria to select an open house, follow the open house checklist to prepare for an open house event, and use the Approach/Assess/Ask process to secure appointments with open house visitors.

Action Pack for Success 13: Selecting and Showing Property

- ☑ Learn to apply criteria for selecting and showing property, conduct a showing appointment, ask closing questions, and overcome objections and obtain the buying decision.

Action Pack for Success 14: Presenting and Negotiating the Offer

- ☑ Learn to apply strategies to present an offer to purchase, create a negotiation plan, and use CRIAC in order to overcome negotiating objections and finalize the agreement.

Collaborative Selling Questioning Techniques

Sales Professionals / Managers

- ☑ Collaborative selling is working with your customers in a joint process to identify needs, evaluate how your products and services benefit them, then navigating them through the decision making process. The end results are increased sales, increased client loyalty and a positive self-image.

eCertified®2.0

In order to compete in today's market, it is critical to have eCommerce visibility and differentiation to attract technology-savvy consumers. The eCertified® 2.0 Designation offers both visibility and differentiation to help you compete as the trusted specialist required by today's consumer. Once the designation is obtained, you can then place the eCertified® 2.0 logo on your business card and have access to exclusive press releases and ads from the Online PR Kit. Achieving the eCetified® 2.0 designation requires completion of four self-paced Web-based Training modules.

eCertified® 2.0 Module 1 - The Modern Consumer

Sales professionals / Managers

- ☑ In this module you will examine market research of home buyers and sellers, how buyers find properties, and why and how sellers choose a real estate sales professional in order to earn more business.

eCertified® 2.0 Module 2 - Essential Technology for Real Estate

Sales professionals / Managers

- ☑ As the technology industry develops exciting new tools, sales professionals must have a plan to consistently take advantage of the latest mobility, communications and data management tools. This module is designed to help you create a plan for purchasing and implementing modern hardware to support your business.

eCertified® 2.0 Module 3 - Internet Prospecting

Sales professionals / Managers

- ☑ This module is designed to help sales professionals prospect and capture new business using the Internet. We will focus on creating a daily, proactive approach to prospecting on the web, by targeting consumers who are already interested in buying and selling real estate. You will learn how to incorporate some of Prudential's key prospecting tools, such as the Online Seller Advantage℠, and implement a consistent follow-up plan using everyday features of contact management in order to create an online prospecting strategy that is sustainable and sensible.

eCertified® 2.0 Module 4 - Social Networking

Sales professionals / Managers

- ☑ This module is designed to teach real estate sales professionals how to develop, implement and manage a social networking strategy to grow their business. As the Web 2.0 world of blogging, social networking and online interactivity expands rapidly, the opportunity for real estate sales professionals to build and maintain customer relationships is greater than ever. This module will provide the fundamental building blocks for using social networking to generate new business referrals and repeat business using these exciting outevent tools.

Effectively Serving the Asian Pacific American Housing Market

Sales professionals / Broker owners / Managers

- ☑ This is one course in a series of courses needed to earn the Asian Real Estate Association of American (AREAA) designation. Completion of this course qualifies you for membership in AREAA. This course focuses on providing practical, day-to-day information in order to assist you in creating an actionable business plan for effectively servicing the growing Asian American community.

Gen X and Gen Y Recruiting and Retention Strategies

Broker owners / Managers

- ☑ In this course, you will review and analyze survey feedback of Prudential Real Estate Gen X and Gen Y sales professionals and examine recruiting and retention strategies from various Prudential Real Estate companies in order to create strategies to recruit and retain a diverse sales force and adapt your culture and resources to support Gen X and Gen Yers.

How to Ask for Referrals

Sales professionals

- ☑ A fundamental rule of sales is you have to ask to get, and that is certainly true for referrals. In this course we provide you with sample scripts to put you more at ease, and help you build confidence in asking for referrals.

Listings Plus+

Broker owners / Managers

- ☑ The Listings Plus+ program is designed to get the branch leader, more involved in managing the office listing inventory by helping sales professionals decrease the number of aging listings, and by holding them accountable to adequately marketing properties to a plan, and servicing the needs of sellers. Learn to implement the program in order to maximize company and sales professional revenue by effectively and efficiently managing every listing.

MI 101: Managing Sales Performance – The Productivity Course

Broker owners / Branch managers

- ☑ MI-101: Managing Sales Performance is the first of three courses in the Management Institute series. In this course, branch leaders will learn how to use customized tools and scripts to easily implement turnkey coaching systems for newer licensees, core producers and top producers. Participants will learn how to use guided questioning, giving direction and giving feedback to coach more effectively, and use tracking tools to measure sales professional progress toward goals. Refer to Management Institute under Instructor Led Training for more information.

Online Buyer Advantage^{SM} (OBA^{SM}) Certification Series

This certification track is available to all sales professionals and is required for sales professionals participating in their company's eTeam.

Online Buyer Advantage^{SM} 1 - Orientation

Sales professionals / eTeam members

- ☑ This module provides an in-depth overview of the Online Buyer Advantage^{SM}. To receive credit for the OBA^{SM} Certification, you will need to complete this session as well as Online Buyer Advantage^{SM} sessions 2 and 3. Course navigation is locked. Participants are required to complete each slide and pass the test at the conclusion of the module.

Online Buyer Advantage^{SM} 2 - Managing the Desktop

Sales professionals / eTeam members

- ☑ This module focuses on the Desktop, the tool that allows you to efficiently manage and assist consumers in the purchase or sale of real estate. Course navigation is locked. Participants are required to complete each slide and pass the test at the conclusion of the module.

Online Buyer Advantage^{SM} 3 - Customer Activity Filter

Sales professionals / eTeam members

- ☑ This module is designed for sales professionals participating on the OBA^{SM} eTeam. You will learn how to use the Desktop tool to identify specific customer activity and follow-up strategy that fits the customer's specific needs. Engage in meaningful interaction with the customer using the OBA^{SM} Desktop functionality. Participants are required to complete each slide and pass the test at the conclusion of the module.

Online Buyer Advantage^{SM} Series for Managers and Customer Account Managers (CAMs)

These sessions are designed to assist broker/managers and Customer Account Mangers interface with the OBA^{SM} desktop and assist members of their eTeam.

Online Buyer Advantage^{SM} 1 - Orientation

Broker owners/ Managers / Customer Account Managers (CAMs)

- ☑ This module provides an in-depth overview of the Online Buyer Advantage^{SM}. Participants are required to complete each slide and pass the test at the conclusion of the module.

Online Buyer Advantage^{SM} for Brokers and Customer Account Managers 2

Broker owners/ Managers / Customer Account Managers (CAMs)

- ☑ This course will help you identify key factors for OBA^{SM} success and best practices for implementing and managing OBA^{SM} in your office.

Online Buyer Advantage^{SM} for Brokers and Customer Account Managers 3

Broker owners/ Managers / Customer Account Managers (CAMs)

- ☑ This course is designed to assist you with Desktop procedures for effectively assigning OBA^{SM} leads to your eTeam.

Online Buyer Advantage^{SM} for Broker and Customer Account Managers 4

Broker owners/ Managers / Customer Account Managers (CAMs)

- ☑ This course focuses on effective strategies for managing your eTeam. Learn how to setup effective accountability measures to improve conversions and use the Desktop Reports for managing your eTeam's performance.

Online Seller Advantage^{SM} for Managers

Broker owners / Managers

- ☑ This course outlines the role and responsibilities of the OSA^{SM} manager and gives detailed instructions on how to troubleshoot OSA^{SM} related issues to assist your sales team.

Online Seller Advantage^{SM} for Sales Professionals

Sales professionals

- ☑ This course is designed for sales professionals to learn how to effectively implement the OSA^{SM} tool. Learn step-by-step instructions on how to use the tool and present its components at a listing appointment that will differentiate you from the competition. Set-up your sellers to receive the Listing Activity eMail to gain customer loyalty, and create exciting selling opportunities through OSA^{SM}'s unique online marketing.

Online Seller Advantage^{SM} (OSA^{SM}) - Recruiting Tips for Managers

Broker owners / Branch managers

- ☑ OSA^{SM} can differentiate your business from competitors and help you attract more sales professionals. This course focuses on successful tips that will help you leverage OSA^{SM} in your recruiting strategy by focusing on how the tool can help grow your business when recruiting.

Online Seller Advantage^{SM} - Power Up with Customer for Life

Sales professionals

- ☑ Discover how to stay in touch with past customers and sellers and promote your value using the latest addition to OSA. This course gives an overview of the Customer for Life enhancement with step-by-step instructions. Prerequisite: Complete Online Seller Advantage^{SM} for Sales Professionals before beginning this course.

Power Listing Strategies

Sales professionals

- ☑ This course is designed to maximize your personal success with listings utilizing the Prudential Real Estate Homeselling Proposal. Download the Homeselling Proposal from PREA Center or purchase a copy through Merrill Corporation prior to beginning this course. Also download Action Pack Module 8: The Listing Process, and the Power Listing Strategies Scripts.

Presenting Properties Online - Virtual Staging Essentials

Sales professionals

- ☑ Virtual Staging is an online marketing strategy that incorporates the proper use of photography, video and text in order to enhance the presentation of your listings online. In this course, you will examine a variety of virtual staging techniques and prepare a virtual staging plan in order to enhance the presentation of your listings online, generate more interest, more showings and more sales.

Pricing Strategies - Absorption Rate Analysis

Sales professionals

- ☑ To price a home properly and achieve a timely sale, you need to anticipate the market and get in front of it. In this course you will learn how to analyze and identify trends in your market's listing inventory absorption rate, and utilize a sample script to describe absorption rate to clients in order to properly price homes and position properties to sell quicker. Download the participant guide and script in the Resource Library prior to beginning the course.

Profit Planning for Experienced Sales Professionals

Sales professionals

- ☑ This business planning course was created especially for experienced sales professionals. In this course you will complete a 12-month history, prepare a situation analysis, develop and record profit plan goals and strategies in order to complete your profit plan, and create a roadmap to success. Have this information at hand prior to beginning the course: 12-month total listings taken, listings sold, buyer-controlled sales, and 1099 income.

Prudential Military Advantage^{SM} Program

Broker owners / Managers / Sales professionals

- ☑ Prudential Military Advantage^{SM} Program gives sales professionals working in military markets an exclusive campaign designed to generate business and meet the needs of military personnel and their families.

Prudential Value Range Marketing^{SM} Introduction and Overview

Broker owners / Managers / Sales professionals

- ☑ This exclusive marketing program is an alternative to traditional fixed price marketing that offers properties for sale in a price range. Learn how the program works and how to implement the program to help you market and sell more properties.

Retention Strategies for Top Performers

Broker owners / Managers

- ☑ Each year, approximately 55% of all real estate sales professionals leave their companies, either to join a competitor, open their own real estate office, or to leave the industry entirely. The cost of recruiting and training replacements far outweigh the cost of retaining the productive sales professionals you already have in your office. In this course, you will work on actions you can take today to improve retention in your office.

Sales Professional What If Analysis

Sales professionals

- ☑ An Excel based business planning tool for experienced sales professionals. A central aspect of planning is the ability to create a What If Analysis to explore the results of making relatively minor changes to your income and production goals. The benefit of the What If Analysis is that sales professionals can apply and test an unlimited number of scenarios prior to finalizing their production and income goals.

Same Sales – More Profit

Broker owners / Branch managers

- ☑ If you have been struggling with how to take your current resources and maximize them to generate more revenue and create profit in your office, then this course is for you. We'll share recommendations we have gathered from our Network brokers, owners and managers to help you maximize the profit from activities your office already engages in.

Virtual Instructor Led Training (VILT)

The Prudential University LearnCenter provides virtual instructor led training for all audiences including sales professionals, broker owners and managers, Online Advantage users and trainers. Check the LearnCenter for a current list of scheduled sessions or download the monthly VILT calendar in the Resource Library.

eCards 1: Introduction and Basics

Sales professionals / Managers

- ☑ Learn the eCard basics of creating your account profile, importing contacts to your address book, and the steps in creating and sending eCards to your database of contacts.

eCards 2: Adding Functionality

Sales professionals / Managers

- ☑ Take eCards to the next level. Learn to add photos, links and create Automation. Increase efficiency by using the recent eCards section and the In Progress tab.

eCards 3: Advanced Applications

Sales professionals / Managers

- ☑ Go beyond the basics and learn to create and use Forms, manage RSVPs and how to create multi-page eNewsletters with links and bookmarks.

Getting the Most From the Brand

Sales professionals / Managers

- ☑ Learn about the various Prudential Real Estate and Relocation Services tools and products and where to access them on PREA Center. Discover how to leverage the power of the Brand.

I Object! Overcoming Common Real Estate Objections

Sales professionals

- ☑ When a prospect voices an objection, they have raised a barrier that stops the sales process. But if you listen, probe and create appropriate responses, you will turn roadblocks into a pathway to continue the sales process. Learn simple remedies that will help turn “No” into “Yes.”

Management Conference Calls – Business Excellence Series

Broker owners / Managers

- ☑ These monthly sessions are provided to give broker/owners and branch managers tools and resources to grow their office and increase profitability. Hear experienced panelists and national speakers share their success strategies in order to increase the efficiency and profitability of their business.

Media Center: Introduction

☑ Learn how the Media Center works and explore a rich environment of shared media assets you can use to create marketing and communication presentations you can publish online. Subscription to Media Center is not required to participate in this course.

Online Advantage Monthly Cam Jam

Sales professionals / Broker owners / Managers

☑ This session is scheduled monthly to keep users updated on new Online Advantage features for both Online Buyer Advantage^{SM} (OBA^{SM}) and Online Seller Advantage^{SM} (OSA^{SM}).

Online Buyer Advantage^{SM} (OBA^{SM}) Training for New CAMs.

Managers / Customer Account Managers

☑ Customer Account Managers (CAMs) will learn to use the OBA^{SM} desktop for successful lead management and conversion.

Online Seller Advantage^{SM} (OSA^{SM}) Q & A

Sales professionals / Broker owners / Managers

☑ This regularly scheduled session is provided an open forum for all OSA^{SM} users. Ask questions and learn tips in order to get the most from OSA^{SM}.

Profitable Real Estate Practices (PREP)

Sales professionals

☑ PREP is a five-session, once a week virtual productivity course that combines business development strategies and skill practices with accountability to help sales professionals interact successfully with homebuyers and sellers, in order to build their business. PREP is ideal for new or experienced sales professionals who want to build their business and acquire the skills and confidence, or whose business may simply need energizing.

The course goal is for sales professionals generate at least one unit of production by the completion of the course. Tuition: $100. USD

In this program sales professionals will:

- Identify and target best sources for business
- Create and use prospecting scripts
- Develop prospecting activities
- Implement best practices for FSBO and Expired Listings
- Utilize the *Homeselling & Homefinding Systems to* prepare and deliver dynamic presentations.
- Prospect using ASK 25
- Implement effective methods for overcoming objections
- Create positive new work habits

Profit Planning for Sales Professionals

Sales professionals

- ☑ This workshop is designed to help sales professionals create a written plan for success so you can set and achieve goals, stay on track, measure your success and ultimately close more sales resulting in more profit for you.

Rethink and Retool Your Listing Presentation

Sales professionals

- ☑ Consulting with today's sellers require an approach that addresses the seller's needs, differentiates you from the competition, and positions you as the best choice for marketing and selling the seller's home. Use the Homeselling System to rethink and retool your listing presentation and win more listings.

Selling By Style

Sales professionals

- ☑ Understanding who your customers and clients are and how their behavioral styles affect their decision-making process is key to your success in real estate. Discover your primary behavioral style and clues to learning about the behavioral styles of others.

The Trainer's Exchange

Trainers and Instructors

- ☑ Bi-monthly sessions designed to give trainers and those interested in training the tools and resources to help elevate the quality of training in their office and company.

Virtual Classroom Series

Sales professionals

- ☑ The Virtual Classroom is an interactive online training series designed for growth-minded sales professionals who want to discuss and learn effective skills leading to a productive and profitable business. Participants will have the opportunity to hear experienced panelists and national speakers share tips and strategies in order to increase the efficiency and profitability of their business.

What's the Difference? – Articulating Your Competitive Advantage

Sales professionals

- ☑ It's not enough to know your differentiators. You must be able to articulate them in a compelling and convincing manner. This course teaches a simple model to help you articulate your differentiators so you can win more business and increase revenue.

Instructor Led Training (ILT)

Management Institute

Management Institute consists of three courses that provide a systematic approach to brokerage management. Designed to enhance affiliate management skills, build branch strength and provide turnkey operational solutions, these courses are designed around the three drivers that create value and profit.

1. Increase per person productivity (PPP)
2. Grow the sales staff
3. Implement effective leadership

Participants receive the **Prudential Real Estate Certified Residential Manager (CRM) designation** after completing all three courses. Each course is approved for one **Certified Residential Broker (CRB)** credit through the Council of Real Estate Brokerage Managers.

MI-101: Managing Sales Performance – *The Productivity Course*

Broker owners / Managers

This is the first of three courses in the Management Institute series and is available via web-based training. In this course, participants will learn how to use customized tools and scripts to easily implement turnkey coaching systems for newer licensees, core producers and top producers. See the Web-based Training section for more information.

MI-102: Driving Dynamic Growth – *The Recruiting Course*

Broker owners / Managers

Driving Dynamic Growth is a highly interactive two-day workshop designed to give newer branch leaders the skills necessary to effectively recruit new and experienced sales professionals and refine the recruiting skills of more experienced branch leaders. The workshop is a participant-centered, activity-filled course that will provide established, professional methods, and tips from recruiters throughout the Prudential Real Estate Network for attracting the top-quality sales professionals you need to build your business and increase revenue. Each participant will receive a Resource CD filled with all the tools you will need to attract a variety of recruiting prospects and track your recruiting progress.

You will learn to:

- ☑ Analyze your recruiting needs and determine targeted Gross Commission Income (GCI) goals
- ☑ Determine your competitive edge and deliver it in a dynamic manner
- ☑ Explore a variety of prospecting strategies
- ☑ Conduct a recruiting interview using an Interview Flowchart
- ☑ Develop a High Level Recruiting Action Plan that forms the foundation of your overall recruiting plan

Availability and Tuition: Contact PRERS Education or your business consultant

MI-103: Delivering High Impact Leadership - *The Strategy Course*

Broker owners / Managers

Effective leaders make things happen. They know what ought to happen, plan ways to make it happen, and take steps to see that it does. Course 103 is highly interactive and builds skills and awareness in selecting effective leadership strategies to increase individual and team productivity through identifying the performance needs of all members of the organization and influencing the behavior of people.

You will learn to:

- ☑ Apply the Situational Leadership® Model to identify specific activities to be performed and to create an alignment between you and the individuals you lead as to what hey need to focus on to maximize their performance and to optimize your impact as a leader by getting the job done while fostering a positive work environment.
- ☑ Promote deliberate and strategic leadership thinking and actions to support high performance and the development of talent and bench strength
- ☑ Quickly develop people and teams according to their readiness level, and to drive and sustain change
- ☑ Identify your personal leadership challenges and explore solutions
- ☑ Create a Leadership Action Plan to implement the learning

Availability and Tuition: Contact PRERS Education or your business consultant

Designations and Certifications

Certified Career Development Specialist (CCDS)

Trainers / Presenters

The CCDS is Prudential Real Estate's designation awarded to qualified trainers / presenters who attend and pass the Prudential University Presentation Clinic. CCDS designees benefit by having skills to create and deliver effective presentations and training to all type of learners as well as opportunities to network with other trainers / presenters to share challenges and ideas.

The **Prudential University Presentation Clinic** is a two-and-a-half day workshop providing hands-on practical skills to build a strong front-of-the-room presence. The Presentation Clinic takes place in a challenging, participant-centered environment. Whether you are presenting to one person or a group of a hundred, you will learn how to deliver your presentation with maximum impact.

For more information regarding the CCDS designation or the Presentation Clinic, please send an email to: learncenter@prudential.com.

Company Designated Trainer (CDT)

Trainers / Presenters

The CDT is the first tier in the Trainer Designation Program. The CDT is recognized as the designated person within their affiliate company who is responsible for delivering training. A CDT may be a trainer, manager, broker or other designated person. Talk to your company roster manager for PREA Center and have them assign the CDT designation to the designated trainer for your company.

eCertified® 2.0 Designation

Sales professionals

In order to compete in today's market, it is critical to have eCommerce visibility and differentiation to attract technology-savvy consumers. The eCertified® 2.0 Designation offers both visibility and differentiation to help you compete as the trusted specialist required by today's consumer. Once the designation is obtained, you can then place the eCertified® 2.0 logo on your business card and have access to exclusive press releases and ads from the Online PR Kit. Achieving the eCertified® 2.0 designation requires completion of four self-paced Web-based Training modules.

Fine Homes International℠ Specialist

Sales professionals

The Fine Homes International℠ Specialist designation was established to define Prudential Real Estate Network’s professional experience and quality standards for sales professionals who list and sell homes priced within the top 10 percent of their markets. Their luxury home knowledge, specialized skills and experience, qualify them for association with Prudential Fine Homes International℠, a leading network in the representation of upper-tier properties.

To earn the prestigious Fine Homes International℠ Specialist designation, you must have a minimum of one year’s experience as a full-time sales professional, be at or above the company production standard for their particular office, have earned at least two Fine Home listings or sold at least one Fine Home within the past year, and have qualified for at least five personal electives points as defined on the designation application.

For more information, visit the Affluent Markets section of PREA Center.

Certified Residential Manager (CRM) Designation

Broker owners / Managers

The Prudential Real Estate Certified Residential Manager (CRM) designation is awarded to Prudential Real Estate Network brokers, owners and branch leaders who have earned **six** CRM credits by completing each of the three courses that comprise the Management Institute. Each management workshop offers **two** CRM credits. These interactive workshops are designed to prepare brokers, owners and branch leaders for success in the critical management functions they will be conducting in their office.

Once a candidate has earned **six** credits, he/she will receive a certificate and a CRM pin to promote this well-deserved designation.

Management Institute course offerings are approved for **one** Certified Residential Broker (CRB) credit toward the National Association of REALTORS® (NAR) Certified Residential Broker (CRB) designation.

Go to LearnCenter to see if a course has been scheduled in your area or contact your business consultant for more information.

Format	***Management Institute Course Name***	***Course Length***
Web-based Training	**101 Managing Sales Performance** *Qualifies for 2 CRM credits and 1 CRB credit*	Self-paced available on LearnCenter > Managers Tools
Instructor Led Training	**102 Driving Dynamic Growth** *Qualifies for 2 CRM credits and 1 CRB credit*	2-Days
Instructor Led Training	**103 Delivering High Impact Leadership** *Qualifies for 2CRM credits and 1 CRB credit*	1-Day

See the Management Institute section under Instructor Led Training on page 16 for course descriptions and program information.

Relocation Certification - U.S.

Destination – Home Finding/Rental Assistance - *Independent Study*

Sales professionals

Brokers or sales professionals must complete this course in order to qualify to receive Destination Referrals from Prudential Real Estate and Relocation Services. The self-paced program will walk you through the Destination Services process, emphasizing the expectations of both Prudential Real Estate and Relocation Services and the corporate transferee.

This course will:

- ☑ Demonstrate the Destination Services process for corporate transferees
- ☑ Provide practical, easy hints in servicing these referrals
- ☑ Allow you to practice using an actual case study
- ☑ Test your knowledge based on materials provided

Please note: The Relocation contact for your company must order the Relocation Certification Module.

Marketing Assistance - *Independent Study*

Sales professionals

Brokers or sales professionals must complete this course in order to receive Marketing Assistance referrals from Prudential Real Estate and Relocation Services. The self-paced program will walk you through the Marketing Assistance process, emphasizing the expectations of both Prudential Real Estate and Relocation Services and the corporate transferee.

This course will:

- ☑ Demonstrate the Marketing Assistance process for relocating transferee
- ☑ Provide practical, easy hints for capturing these referrals
- ☑ Detail Prudential Real Estate and Relocation Services' requirements and expectations
- ☑ Allow you to practice using an actual case study
- ☑ Test your knowledge based on materials provided

Please note: The Relocation contact for your company must order the Relocation Certification Module.

Relocation Inventory - *Independent Study*

Sales professionals

Brokers or sales professionals must complete this course in order to receive Relocation Inventory referrals from Prudential Real Estate and Relocation Services. These are corporate homes that Prudential Financial acquires from corporate transferees. The self-paced program will walk you through the Relocation Inventory process emphasizing the expectations of Prudential Real Estate and Relocation Services and the corporate client.

This course will:

- ☑ Demonstrate the Relocation Inventory process for corporate homes
- ☑ Explain Prudential Real Estate and Relocation Services' expectations regarding its maintenance marketing and close
- ☑ Allow you to practice using an actual case study
- ☑ Test your knowledge based on the materials provided

Please note: The Relocation contact for your company must order the Relocation Certification Module.

Relocation Certification - Canada

Destination – Home Finding/Rental Assistance - *Independent Study*

Sales professionals

Brokers or sales professionals must complete this course in order to qualify to receive Destination Referrals from Prudential Real Estate and Relocation Services. The self-paced program will walk you through the Destination Services process, emphasizing the expectations of both Prudential Real Estate and Relocation Services and the corporate transferee.

This course will:

- ☑ Demonstrate the Destination Services process for corporate transferees
- ☑ Provide practical, easy hints in servicing these referrals
- ☑ Allow you to practice using an actual case study
- ☑ Test your knowledge based on materials provided

Please note: The Relocation contact for your company must order the Relocation Certification Module.

Homesale / Inventory Assistance - *Independent Study*

Sales professionals

Brokers or sales professionals must complete this course in order to qualify to receive relocation referrals. It includes process and service training to assist transferees in the marketing and sale of their departure home, along with specialized training in the marketing and sale of Prudential Financial corporate inventory homes.

This course will:

- ☑ Demonstrate the Marketing Assistance process for relocating transferees
- ☑ Demonstrate the Relocation Inventory process for corporate home sale
- ☑ Provide practical, easy hints in servicing these referrals
- ☑ Allow you to practice using actual case study
- ☑ Test your knowledge based on materials provided

Please note: The Relocation contact for your company must order the Relocation Certification Module.

Quality Service Certification®

Sales professionals

The Quality Service Certification® (QSC) system provides our Network members a means of quantifying their quality service, while also providing a competitive differentiator in their local markets. Service is, and remains, the responsibility of the sales professional whose accountability seldom goes beyond legal compliance, ethics, and productivity.

QSC offers service professionals, businesses and consumers the resources, solutions and results to make measurably better service and customer satisfaction a reality.

Real estate professionals, who complete the training, make the commitment and meet the QSC requirements, earn the Quality Service Certified® designation. Those professionals maintain their QSC designation by continuing to commit to high standards of service, holding themselves to a higher level of professional accountability, offering a service guarantee and delivering independently validated customer service satisfaction.

The Quality Service Certification®:

- ☑ Offers brokers and sales professionals the tools and resources to manage and deliver measurably better service results
- ☑ Helps brokers and sales professionals differentiate themselves from the competition, attract more clients and keep them longer
- ☑ Effectively combats competitive discounting pressures
- ☑ Delivers a service system and process for true service management
- ☑ Significantly reduces client service dissatisfaction resulting in more referrals and repeat sales
- ☑ Substantially impacts risk management by reducing threats, claims and suits
- ☑ Positions your company as an industry leader in truly delivering quality customer service

Visit PREA Center > Suppliers for more information or visit their website at: www.qualitycertified.org.

CE, Certification, Designation and Professional Development Training on LearnCenter

Through the Prudential LearnCenter, you have access to a comprehensive online curriculum including: broker and sales professional pre-licensing courses, continuing education courses, certification and professional designation courses, as well as professional development courses at a discounted rate.

Courses are available to U.S. and Canadian affiliates, and can be accessed at anytime from any computer through the Prudential University LearnCenter. Testing, grading and certificate delivery are done completely over the Web.

Go to the LearnCenter and click on CE/Licensing for more information.

Independent Study

Action Pack for Instructors

Trainers / Instructors

☑ The Action Pack for Instructors is your guide to the skills and knowledge necessary to prepare and present instruction that works. The goal of this Self-Study Guide is to help you raise your level of training design and delivery proficiency. Available from Merrill Corporation at (800) 533-3804 or online via the Merrill Corporation link on PREA Center.

Action Pack for Success

Sales professionals

☑ The Action Pack for Success is a collection of some of the best real estate sales professional business strategies ever offered in the real estate industry. This course is designed to be your guide and reference manual to the basic skills and knowledge necessary to succeed in real estate.

The Action Pack for Success includes sample scripts, planned activities, forms, checklists and summary questions to reinforce learning and apply new skills. Available from Merrill Corporation at (800) 533-3804 or online via the Merrill Corporation link on PREA Center.

Transition to Management - An Action Pack for Branch Leaders

Branch managers

☑ This is a self-study guide for new branch leaders, and a handy resource for experienced branch leaders. Whether you are a branch leader in a multi-office company or a sole proprietor, you will find the tools and systems contained in each module valuable in helping you gain basic management skills as you grow your office, and become a more effective branch leader. The information in each module builds from the prior one and there are summary questions and exercises at the end of each module to reinforce your understanding of the material. Available from Merrill Corporation at (800) 533-3804 or online via the Merrill Corporation link on PREA Center.

LearnCenter - Resource Library

All audiences

☑ The Resource Library is an online information source for workplace development. We've included course manuals, quick reference guides and other downloads to help you succeed in completing your Web-based, Virtual Instructor-Led, and Instructor-Led trainings. There is also an array of sales professional prospecting and presentation scripts and audio downloads to support the growth of your business.

LearnCenter - Managers' Tools

In addition to specific management training courses, the Managers' Tools section of LearnCenter includes various resources to help lead a successful real estate office.

Personal Performance Plan Workshop and Script

Broker owners / Managers

- ☑ The Personal Performance Plan is a business plan created specifically for experienced, productive sales professionals who want to move to the next level of production. It is different from the Profit Plan workbook you receive when you complete an Operations Review with your area business consultant. The Personal Performance Plan encompasses the sales ratios and numbers sales professionals need to know to be prudent in their planning. We have created a simple to use PowerPoint presentation and accompanying script to aid you in facilitating a business planning meeting utilizing the Personal Performance Plan workbook. Everything you need is written and arranged in an easy to use format, within minimal preparation time.

Sixty-Minute Manager Series

Broker owners / Managers

- ☑ The 60 Minute Manager series is a collection of interactive management workshops for owners and branch leaders that can be delivered in 60 minutes or less to increase awareness of forces that potentially influence or affect productivity, growth, retention and profitability. The Leaders Guides are written in an easy to learn and follow format so that you can study the guide the night before and facilitate the learning the next morning. Each workshop includes everything you need to deliver an effective, thought-provoking management workshop: Leader Guide, PowerPoint presentation, and Participant Guide.
  - **Retention Strategies for Top Producers**

    The purpose of this workshop is to identify top producers who are at risk of changing affiliation and to create strategies and written action steps to retain them. This workshop includes a leader guide, participant guide and PowerPoint.
  - **Strategic Issues Map**

    The purpose of this workshop is to utilize a Strategic Issues Map to uncover and discuss potential issues, trends, events and obstacles affecting the productivity, growth and profitability of the organization, and to create action steps to address the issues.

Career Development Checklist

Broker owners / Managers

- ☑ The Career Development Checklist looks at various real estate career tracks (new/newer sales professionals, productive sales professionals, broker/owners, branch managers, eTeam members, trainers/training directors and relocation directors) and applies the many Prudential Real Estate tools to those tracks in order to help Network members leverage the Brand and utilize our tools and resources to grow their business more effectively. Use the Checklist as a recruiting tool to discuss how you can help sales professionals grow their business and as a retention tool to help team members find more value in available tools and resources. Customize the Checklist to include your company tools and resources.

Education and Networking Events

Annual Sales Convention

Each year, sales professionals, brokers, owners, branch leaders, marketing professionals, relocation directors and trainers from across the United States and Canada gather for three days of networking, learning, recognition and inspiration at our annual Sales Convention. Motivating general sessions, award and recognition opportunities, exciting vendor and supplier demonstrations, as well as hosted and impromptu networking events combine to create an atmosphere that encourages both fun and business growth - all working together to help celebrate the power of the Prudential Real Estate brand. For more information, go to PREA Center > Events > Sales Convention.

Prudential University at Sales Convention

A key component of our annual Sales Convention is Prudential University. Prudential University offers a packed schedule with many educational sessions from which to choose. Whether you're a top producer or working your way there, looking for a new specialty or growing your office, you'll find programs and workshops that provide solutions to your business challenges. Hear from legendary real estate trainers as well as new voices in the industry. Interact with panelists and presenters from the Prudential Real Estate Network who are eager to share their expertise.

Summit Conference

Chairman's Circle, President's Circle and Leading Edge award designees in each office are invited to attend our annual Summit Conference. The Summit Conference provides an environment for learning, networking and relaxation with the top sales professionals from across the Prudential Real Estate Network and offers numerous business building and idea-sharing opportunities.

Visit PREA Center > Events > Summit Conference for agenda and registration information.

For more information about PRERS training and education, contact:

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1 (888) REAL-PRU (732-5778)
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