

CE Course Descriptions 2020



ABBY VASEK INTERIORS

Foundational- Architecture, Building & Design:

3 hr. Architecture for Agents #39612

Elevate your salesmanship by increasing your knowledge of architecture. This class studies architectural elements and traditional styles to help agents define today's Neo-Eclectic era of architecture. This course will help you to speak with confidence about building techniques, features, and styles.

1 hr. Home Design Trends #37442

An annual style update on current design trends to inform your home improvement decisions and Realtor recommendations. We explore what's trending in flooring, counters, cabinets, kitchen & baths, wall coverings, paint, lighting, and furnishings. Get on-trend!

3 hr. Current Building Materials #39616

This course explores current construction methods and building materials to expand your product knowledge and offer greater insight to your clients. The focus is not on home improvement and the make-ready process, but more about trends in new construction methods and materials.

Home Preparation Processes:

1 hr. Realtors Guide to Paint & Stain #39661

Exploring the common yet often challenging subject of selecting paint colors & stains for a home with resale in mind. This class provides instructions for placement and selection of sheens for the interior and exterior plus a handful of dependable neutrals and trending colors. Agents also learn how to identify new colors that coordinate with their client's existing palette, plus tips for estimating the cost of materials.

2 hr. Creating Curb Appeal #39614

This course teaches real estate agents how to enhance their client's curb appeal. We explore how to make improvements with resale in mind to landscaping, porches, and other outdoor living areas, and review the architectural details that commonly experience deterioration. This course provides solutions that expand an agent's home-prep knowledge while offering a realignment with current curb appeal trends.

1 hr. Calculating Home Improvement Costs #37441

With “Move-In-Ready” being a top priority for Today’s home buyers, Realtors are asking property owners to make more home improvements. This class offers agents a realistic idea of what typical make-ready home improvement projects cost and how to calculate the ROI.

2 hr. Home Staging Essentials #39650

Learning everything a listing agent needs to know about staging properties cannot be accomplished in two hours but this class comes close! This is a technical course for hands-on Realtors that teaches the essentials of home staging.

Agent Communication with Clients:

2 hr. Mastering Price & Presentation #39660

Developing a verbally succinct make-ready process and pricing strategy is essential for a sales agent to gain the support and cooperation from their clients. This course explores numerous strategic partnerships, systems, policies, and client communication strategies to help agents achieve the staged look and dial in the best sales price more efficiently. *(This is a perfect follow-up to the hands-on Home Staging Essentials course.)*

2 hr. Best in Show! #39659

The ability to show a home is a fundamental aspect of every agent’s business but it’s not an easy one to master. It requires attention, training, and practice to improve. This course teaches how to move through a listing using proper etiquette and best practices to better engage your clients and increase their perception of the properties you’re showing and your services.

Marketing the Agent & Listing:

2 hr. Writing Effective Listing Descriptions #39613

Whether you’re writing a listing description, creating a video home tour, or describing a home to a potential client, this class will shape your language to better sell your listings. You’ll receive new techniques to create vivid real estate descriptions that correlate to a higher sales price, level of service, and professionalism. *(Modified Title: Writing Listing Descriptions + Video Scripts)*

2 hr. Making Video: Get Started #337440

Do you want to be a hero while simultaneously elevating your level of service and online brand image? This video course offers precise steps to begin creating dynamic real estate videos with a hyper-focus on hosting successful VIRTUAL OPEN HOUSE experiences. Don't let 'Shelter-In-Place' keep you from showing homes to your clients this year. *(Modified Title: Making Video + Virtual Open House)*

1 hr. Making Video: Go LIVE #37439

This course explores the unique benefits of using LIVE social media videos and the particular settings to consider for maximum effect. Agents learn how to invite participants to join, how to increase viewer engagement, and instructions on how to lead capture with a LIVE video broadcast.