

**Social Media 101****CPD Approval Number:** ASPIRE89**CPD Points:** 3.5

If your customers are using Social Media to maximise and leverage the marketing opportunities, then your business should be too. Find out how to 'join the conversation' and market without marketing, in less time than you think, building relationships with your customers and brand loyalty for your business.

**Click Colours TM****CPD Approval Number:** ASPIRE91**CPD Points:** 3.5

Click! Colours focus on effective communication from a four category approach (The Analyser, The Safe keeper, The Player and The Carer).

In this session participants will identify their preferred communication style and ways to use this to effectively communicate with colleagues and clients. It will allow participants to develop tips and techniques to enhance communication in the workplace.

**Understanding Conflict Management****CPD Approval Number:** ASPIRE114**CPD Points:** 3.5

Understanding Conflict Management is designed to increase knowledge and skills around managing difficult situations when working with consumers.

By attending this half day session, it will provide participants with the tools to improve outcomes and add benefit to the consumer experience within the real estate industry.

**Effective Coaching and Mentoring****CPD Approval Number:** ASPIRE115**CPD Points:** 7

Coaching and mentoring are about unlocking a person's potential to maximise their own performance. It is about helping them to learn rather than simply teaching them.

This program will provide you with the necessary skills, knowledge and tools to boost your effectiveness at work by inspiring and developing those around you.

**Crucial Conversations for Success****CPD Approval Number:** ASPIRE116**CPD Points:** 3.5

Crucial Conversations are the conversations we often want to avoid with staff and consumers. Some of the reasons for this are:

- We are emotionally invested in the topic
- We know the other person probably has a different view or opinion
- We don't know how things will turn out as a result of the conversation

This half day workshop will help build on an existing skill set of senior real estate practitioners who need to increase their knowledge and understanding at a higher level to improve outcomes. The objective of this workshop is to learn and apply a positive framework with crucial conversations to enhance the consumer experience.

**Digital Marketing for the Consumer****CPD Approval Number:** ASPIRE120**CPD Points:** 3.5

The Digital Marketing workshop will provide an overview of the entire spectrum of online marketing to improve consumer confidence in the Real Estate Industry and provide a platform for delivering better information and allowing what we do in the industry to be more accessible for clients.

This workshop will include the importance of website strategy, provide an overview of all the digital tools you should know about and use within the Real Estate Industry and measuring and evaluating your digital performance and effectiveness of digital marketing strategies used for clients (e.g. market property for sale or lease).

**Social Media for Real Estate****CPD Approval Number:** ASPIRE121**CPD Points:** 3.5

This short course will show participants how to strategise, plan and implement social advertising to communicate messages to the consumer, generate maximum reach to clients and engage with more people across social media channels like Facebook, Instagram, Twitter and LinkedIn.

**Effective Customer Service****CPD Approval Number:** ASPIRE122**CPD Points:** 7

In the Real Estate industry customers are paramount in the day to day business operations. It is important to realise that the service you provide affects the overall experience a customer has with the organisation and is key to ensure all customers are happy with the services they receive.

There are three things that separate organisations from one another, they are:

1. The service provided
2. The quality of service provided
3. The type of service provided to customers (the way Real Estate agents interact with their customers).

**Interacting With Others Through Click! Colours™****CPD Approval Number:** ASPIRE138**CPD Points:** 4

In this session participants will identify their preferred communication style and ways to use this to effectively communicate with colleagues and clients in the real estate industry.

This session is based on the Click Colours communication model which focuses on effective communication from a four category approach (The Analyser, the Safe-keeper, the Player and the Carer).

The aim of this session is to help real estate professionals develop their communication skills through an interactive session which will challenge their approach to improve communication practices within the real estate industry.

**Building and Maintaining Client Relationships****CPD Approval Number:** ASPIRE144**CPD Points:** 3.5

With less consumers calling the local three agents for an appraisal, trust and recommendations are more important to the consumer. They now look for safety, success in the marketplace, trust and confidence in the agent they choose. The consumer uses new tools and methods to select the correct agent.

If Agencies deliver value to the marketplace and nurture relationships over the long term, the consumer will benefit and agents will develop a long term view which reduces the chances of agents pushing and making promises just to secure the business. Honest discussions early on are crucial for the consumers so they can make the right choices. Having these discussions with less fear of missing out on the work create a more open relationship and better results.

**Effective Time Management****CPD Approval Number:** ASPIRE145**CPD Points:** 3.5

This training includes the skills and knowledge required to plan one's own work schedules so that personal, team, client and organisational requirements can be achieved within defined timeframes. It also includes the use of technology to achieve effective time management outcomes.

**How to Write and Read Legal Contracts****CPD Approval Number:** ASPIRE146**CPD Points:** 3.5

Real Estate in Western Australia has the privilege of drafting and executing its own transaction contracts. Agency Practitioners, Sales Representatives and Property Managers need to be fully aware of how each contract is of paramount importance to protect the interests of consumers. A focus on providing real systems and tools to increase client satisfaction and sales performance that create positive results when dealing with the real estate consumer.

**Mastering Negotiation****CPD Approval Number:** ASPIRE147**CPD Points:** 3.5

A crucial role for both sales representatives and property management is negotiating successful outcomes for the consumer. This involves understanding how our role is vital to create the desired outcome and how to use effective strategies to achieve this. When dealing with rental and sales price, negotiation skills are crucial.

**Risk – Applying Best Practice to your Real Estate Work****CPD Approval Number:** ASPIRE148**CPD Points:** 7

Risk is present in every area of real estate. Sales representatives and property managers may be indirectly breaching the ACL, CODE OF CONDUCT or make mistakes that could cause damages or loss to their clients or themselves. Identifying areas or risk, learning from previous mistakes and developing policy and procedure to reduce the likelihood of this occurring is the main focus of this session. Aligning best practice to all areas of Real Estate.

**Safety and Security Within the Real Estate Industry****CPD Approval Number:** ASPIRE149**CPD Points:** 3.5

Recognition and policy on discovery of risky activity during inspections. A focus on providing real systems and tools to increase staff security that create positive results when dealing with the real estate consumer.

**Joint Form of General Conditions Changes****CPD Approval Number:** ASPIRE150**CPD Points:** 3

The arrival of the 2018 Joint Form of General Conditions for the Sale of Land and Standard Offer and Acceptance are important for all Sales Representatives and Licensed Agents within Western Australia to understand. As these amended documents are expected to become available in late January/early February 2018 it is important that the real estate industry are aware of the changes and are ready for implementation.

**Emotional Intelligence in Real Estate****CPD Approval Number:** ASPIRE155**CPD Points:** 7

This full day workshop covers the development and use of emotional intelligence to increase self-awareness, self-management, social awareness and relationship management in the context of the workplace.

It will focus on identifying the impact of own emotions on others in the workplace, recognising and appreciating the emotional strengths and weaknesses of others (e.g. the consumer), promoting the development of emotional intelligence in others and utilising emotional intelligence to maximise team outcomes and effectively work with the consumer.

The session applies to Property Managers, Sales Representatives and Licensed agents who identify, analyse, synthesise and act on information from a range of sources and who deal with unpredictable problems. They use initiative and judgement to organise the work of self and others and plan, evaluate and co-ordinate the work of teams.

**Minimising Risk in Real Estate****CPD Approval Number:** ASPIRE156**CPD Points:** 7

This session has been designed for real estate professionals to assist in identifying potential risks to the agency and the consumer, analysing the causes and potential impact of risks, and implementing agency policies and procedures to minimise risks to the agency and consumers.

It will focus on all areas of real estate to assist Sales Representatives, Licensed Agents and Property Managers to better understand risk management principles, identifying risks and ability to set plans in place to reduce risks.

**Understanding Client-Agency Relationships****CPD Approval Number:** ASPIRE157**CPD Points:** 7

This session is designed for Licensed Agents, Sales Representatives and Property Manager's to better understand how to work effectively with the consumer.

It will focus on establishing, maintaining and expanding client-agency relationships to support the attainment of key agency business goals within the agency.

**Digital Marketing in Real Estate****CPD Approval Number:** ASPIRE158**CPD Points:** 4

This Digital Marketing in Real Estate session is an interactive session designed for participants to better understand digital marketing to stay up to date in the digital world.

In this session participants will pick up digital marketing tips, tricks and strategies used by the experts in various marketing platforms such as Facebook and LinkedIn to reach the consumer in the Real Estate Market. This session is aimed to be interactive with participants developing campaigns as they go.

**Conflict Resolution****CPD Approval Number:** ASPIRE159**CPD Points:** 4

Conflicts are unavoidable in life and the same holds true for the workplace and the real estate industry in general. Conflicts and disputes are certain to occur in any organisation regardless of whether it is large or small.

This session focuses on why having the knowledge and the skills necessary to quell conflicts in the before they do irreparable damage is of paramount importance. Regardless of the severity of the dispute, it is of utmost importance that an organisation should detect and tackle the issue in the most effective and professional way possible by using the various techniques and strategies that will be provided by this course.

In this session, the knowledge, skills, and techniques necessary to resolve conflicts in a quick and effective manner before they become an actual threat to the organisation will be provided. Here you and your team will be able to gain new skills and learn new methods that will enable you to take control of otherwise difficult situations and help your organisation grow as a result of this.