

RPCRA 2025 EDUCATION COURSE GUIDE

Never Stop Learning

Q4: October - December



SUNRISE EDUCATION CENTER

12381 S. Cleveland Ave.
Suite 500
Fort Myers, FL 33907



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GET THE MOST FROM YOUR MEMBERSHIP

One of the greatest ways we offer value for our members is continuing education. Our courses feature highly knowledgeable and award winning instructors to help our members constantly learn, improve, become more effective, strengthen their reputation, and ultimately get more contracts signed.

EDUCATION PASSPORT



The Real Estate Advanced Learning Passport is one of the most convenient services and best values offered to Members. For an annual fee of \$50, Members can take required Core Law and NAR Ethics classes, CE and Non-CE classes, Specialty Programs and informational seminars for FREE or at a reduced rate.



IF YOU SEE THE NEED, TAKE THE LEAD

Your Association needs YOU: Be a leader and volunteer to become an **EDUCATION AMBASSADOR**

Email
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2025

COURSE GUIDE

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Sunrise Office Center
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Important Updates for 2025

We are excited to share important updates that will be implemented January 1, 2025! Royal Palm Coast Realtor® Association is pleased to announce that we'll be removing any cost for much of our continuing education and reducing the costs on many of our certification, designation, and specialty education courses. These changes are designed to enhance the value of your membership while ensuring you have every opportunity to continue to grow your personal and professional knowledge base to ensure continued prosperity in your Realtor® profession.

Classes will be available in-person, as well as online when applicable, to accommodate your busy schedules. Stay tuned for registration details and a course schedule!

Fee Updates

To maintain the high-quality services and resources you've come to expect from RPCRA, the Board has approved the following fees for 2025:

- **No Show Fee** – *Given class size and individuals who register and then fail to attend with no advance notice, a "No-Show" fee of \$50 will be assessed to any member or registrant who fails to cancel their registration the day prior to the class by 5:00 pm. This fee will be added to your MLS Dashboard and will be required to be paid immediately.*
- **Education Passport Fee** – *The Education Passport will continue to be offered with pricing to remain at 2024 rates - \$50 for the full year (January - December) and \$25 for a half year (July - December.) The value of this program is reduced pricing from our already low member rates for certification, designation, and specialty course offerings. To purchase your 2025 Education Passport, go to your MLS Dashboard, click the "Education" icon, then select the "Subscription" option at the top banner. From there you can choose full year Passport and begin saving money!*

We are committed to transparency and balancing operational costs while continuing to deliver value to our members.

What This Means for You

With these updates, you'll enjoy greater opportunities for professional development and growth and enhanced resources that empower you to succeed in the dynamic real estate market.

Our educational staff members are available to answer any questions you may have. Feel free to contact them at education@rpcra.com or call **239.936.3537** and ask for **Judith, or Erica**.

Thank you for your continued support and dedication to excellence in real estate. We look forward to a productive and rewarding 2025!

October 2025

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Sunrise Office Center
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Wednesday, October 1

9:00 – 11:00 AM

2 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

FR/BAR Contract: January & July 2025 Revisions: Everything You Need to Know
Instructor: *Ned Hale*
We are several months into the extensive and significant December, 2024 changes to the FR/BAR contract and several addenda. And now, there's more: The Condo addendum changed again in some important ways in July. These revisions extend a potential purchaser's right to review condo association documents to 7 days instead of 3. In this seminar, board certified attorney Ned Hale, who has been teaching contracts to RPCRA members for over 20 years, will review and explain all of the recent changes.

Thursday, October 2

11:00 AM – 3:00 PM

No CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Time to Practice and Play- FR/BAR As-Is Contract Form
Instructor: *Annette Haber, Esq.*
Per your request, during this interactive session Attorney Annette Haber will work with you and share some suggestions and pointers to draft and review and Offer using the FR/BAR As-Is Contract Form. You'll learn how to read, interpret, and complete the Form in an interactive group setting of your peers, and then conclude with question and answers period with open discussion.

October 6 & 7

8:00 AM – 5:00 PM

No CE

Passport: \$39
Members: \$89
Non-Members: \$109

Sunrise Ed Center

Accredited Buyer's Representative (ABR)
Instructor: *Gonzalo Mejia*
This two-day course is the first step toward becoming an ABR designee. You'll learn methods, tools and techniques to provide the support and services that buyers want. Understand and demonstrate your value to today's buyer. Acquire the skills and resources to succeed as a buyer's agent in a dynamic real estate market. Help buyers find the right property at the right terms and price in both buyer's and seller's market.

Tuesday, October 7

9:00 AM – Noon

3 CE

Passport: Free
Members: Free
Non-Members: \$40

Webinar

Code of Ethics
Instructor: *Kim Bell*
This course takes a unique look at REALTOR® ethics by beginning with a review of Chapter 475 standards of conduct and discussing the differences between LAW versus ETHICS. Real estate licensees are dealing every day with challenging legal and moral problems. Relationships with buyers, sellers, landlords, tenants, and business owners must be handled with legal care. But what about moral and ethical issues? Each member of the REALTOR® Association is held to the law, and also a higher degree of ethics than the law requires.

Tuesday, October 7

1:00 – 4:00 PM

3 CE

Passport: Free
Members: Free
Non-Members: \$40

Webinar

Core Law - Minimize Legal Risk
Instructor: *Kim Bell*
The Florida real estate industry continues to experience dramatic changes in the marketplace and in the regulatory realm. This course will discuss the recent changes in the laws as well as refresh your memory on some old standards that rarely change. It examines recent statutory and rule changes that affect not just the license law but real estate law in general. In addition, the course discusses how to maintain your license and generally operate within the law on a daily basis.

Wednesday, October 8

10:00 AM – Noon

2 CE

Passport: Free
Members: Free
Non-Members: \$40

Webinar

Lead Gen: Secrets to Master Top Platforms
Instructor: *Todd Colthorp*
This 2HR CE, high-energy, interactive educational class is designed to teach real estate agents how to use their social media as a powerful marketing tool. Attendees will learn tips, tricks, and strategies for Lead Generation across all of the top marketing platforms.

October 9 & 10

8:00 AM – 5:00 PM

CE

Passport: \$69
Members: \$109
Non-Members: \$149

Sunrise Ed Center

GRI 301: It's More Than Just Sales!
Instructor: *Brian Woods*
The GRI designation is a powerful tool to attract and build new business. You'll increase your skill level across the entire landscape of real estate with in-depth training in legal and regulatory issues, technology, professional standards, and the sales process. The GRI designation lets your buyers, sellers, and fellow real estate professionals know that you are committed to the highest level of professional Service.

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Monday, October 13
 9:00 AM - 5:00 PM
 6 CE
\$ Passport: \$39
Members: \$89
Non-Members: \$109
 Sunrise Ed Center

At Home with Diversity

Instructors: *Neal Oates, Jr.*

The course work for the At Home with Diversity® certification is designed to enable you to work successfully with and within a rapidly changing multicultural market. It will help you to learn diversity sensitivity, how it applies to U.S. fair housing laws in your business, and ways to develop professional guidelines for working with people in the increasingly multicultural real estate market.

October 14 & 15
 8:00 AM - 5:00 PM
 No CE
\$ Passport: \$69
Members: \$109
Non-Members: \$149
 Sunrise Ed Center

GRI 302: Thinking Outside the Box!

Instructor: *Sal DiStefano*

The GRI designation is a powerful tool to attract and build new business. You'll increase your skill level across the entire landscape of real estate with in-depth training in legal and regulatory issues, technology, professional standards, and the sales process. The GRI designation lets your buyers, sellers, and fellow real estate professionals know that you are committed to the highest level of professional Service.

Wednesday, October 15
 10:00 AM - Noon
 2 CE
\$ Passport: Free
Members: Free
Non-Members: Free
 Webinar

Repeat & Referral: Secrets to Master Top Platforms

Instructor: *Todd Colthorp*

It's no secret that in order to succeed in real estate, agents have to be at the top of their lead generation game. Successful agents understand that generating leads is crucial to their success, but more so, they build systems around generating the highest quality of leads possible. RE Tech Academy's top coaches will teach agents why growing a strong repeat and referral network is proven to generate the highest quality of leads. Agents will also be coached on an effective marketing system that is proven to help nurture relationships with current and past clients, and as a result, generate more business.

Thursday, October 16
 1:00 - 5:00 PM
 4 CE
\$ Passport: Free
Members: Free
Non-Members: \$40
 Sunrise Ed Center

Contract Addenda

Instructor: *Annette Haber, Esq.*

In this class you will learn about the various contract addenda currently used with the FR/BAR contract for sale and purchase. A discussion of the most important FAR forms outside of the contracts will also be included. You will also review listing agreements, deposit release forms, and the independent contractor agreement form between broker and salesperson. Don't miss this!

October 20 & 21
 8:00 AM - 5:00 PM
 No CE
\$ Passport: \$25
Members: \$50
Non-Members: \$100
 Sunrise Ed Center

ACE IT- Cape Coral Series

Instructor: *Multiple*

Join your fellow agents and explore everything that makes Cape Coral unique. You too will be able to speak like an expert and show Cape Coral properties with ease and confidence. This first segment in the ACE it program will provide the answers to your questions on listing and selling properties in Cape Coral. Participants can expect to learn valuable information specific to Cape Coral such as Assessment how much is owed and where will they be going next? Water, Water everywhere, Is that property on Fresh or Gulf access? Can you get there from here? How high is that bridge? and so much more.

Wednesday, October 22
 9:00 - Noon
 3 CE
\$ Passport: Free
Members: Free
Non-Members: \$40
 Sunrise Ed Center

Best Practices for Real Estate Professionals: How to Stay Out of Real Estate Jail

Instructor: *Marli Kol*

Best practices will enable you to be proactive in your real estate transactions to prevent future problems with the law, ethics, clients, or the public. Take this course and learn ways to follow policies and procedures that ensure you are following the rules and regulations of the Real Estate Commission, while also learning to improve relationships with customers, clients, and the public.

Wednesday, October 22
 1:00 - 3:00 PM
 2 CE
\$ Passport: Free
Members: Free
Non-Members: \$40
 Sunrise Ed Center

Six Layered Strategy for Effective Social Media Content

Instructor: *Marli Kol*

According to the Bureau of Labor and Statistics, Health Care, followed by Technology are the industries that are currently propelling America's economy. What does that mean to you? It means the impact of the tech industry has affected nearly every sector of our lives. This includes the way you communicate with customers about your business. Your communication needs to be current and readily available 24 hours a day, 7 days a week. In the day, your target audience was the homeowners living in your farm area. Not any more.. You can reach the masses globally and now the entire globe opens up to you!

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📅 Tuesday, October 28

🕒 9:00 AM - Noon

🎯 3 CE

💰 Passport: Free
Members: Free
Non-Members: \$40

📍 Sunrise Ed Center

Cybersecurity: How Technology Can Ruin Your Business

Instructor: *Craig Grant*

With the proliferation of Wire Transfer Fraud, Listing Scams, and many other digital schemes, the real estate industry has become a major target for hackers and fraudsters. REALTORS® are often involved in large transactions and gathering valuable information and typically don't have the proper training, or resources to do so. In this session, you'll learn how to assess what current cybersecurity weaknesses you may have, how to protect yourself and your clients with low tech solutions, and how to navigate several laws, NAR policies and more to ensure you and your clients survive this perilous digital world.

📅 Tuesday, October 28

🕒 1:00 - 4:00 PM

🎯 3 CE

💰 Passport: Free
Members: Free
Non-Members: \$40

📍 Sunrise Ed Center

Market Like a Rockstar on a Roadies Budget

Instructor: *Craig Grant*

Modern marketing has changed completely over the last few years. Today's consumers are constantly being overwhelmed with marketing in all aspects of their daily lives which makes it harder than ever to effectively reach them. Gone are mass-marketing approaches like print, yellow pages, and direct mail. In, are newer and more cost effective and targeted techniques including social, mobile, video, search engines, portals, and relationship based marketing.

📅 Wednesday, October 29

🕒 9:00 AM - 1:00 PM

🎯 No CE

💰 Passport: Free
Members: Free
Non-Members: Free

📍 Sunrise Ed Center

The Power of Connection: Women Inspiring Women 2025

Instructor: *Multiple*

The Power of Connection: Women Inspiring Women will feature a dynamic panel of industry leaders who will share their insights, experiences, and strategies for success. Attendees will also take part in an interactive breakout session designed to encourage meaningful connections, collaboration and personal growth.

November 2025

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Sunrise Office Center
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Tuesday, November 4	Contract Series Session I - Listing Agreements
9:00 - 11:00 AM	Instructor: <i>Annette Haber, Esq.</i>
No CE	Join us for a detailed discussion of the Listing Agreement. This session will assist you in getting comfortable with this vital contract, help you learn the steps to take to correctly complete it and gain confidence in doing so. We will also discuss resources from where you can reference owner and property information and how to utilize those resources to best represent the transaction for your customer.
Passport: Free Members: Free Non-Members: \$10	
Sunrise Ed Center	
Tuesday, November 4	Code of Ethics
1:00 - 4:00 PM	Instructor: <i>John Ledley</i>
3 CE	This course takes a unique look at REALTOR® ethics by beginning with a review of Chapter 475 standards of conduct and discussing the differences between LAW versus ETHICS. Real estate licensees are dealing every day with challenging legal and moral problems. Relationships with buyers, sellers, landlords, tenants, and business owners must be handled with legal care. But what about moral and ethical issues? Each member of the REALTOR® Association is held to the law, and also a higher degree of ethics than the law requires.
Passport: Free Members: Free Non-Members: \$40	
Sunrise Ed Center	
Wednesday, November 5	Contract Series Session II
1:30 - 4:30 PM	Instructor: <i>Annette Haber, Esq.</i>
No CE	Session II, III and IV are an intense compilation of line-by-line through explanation of the most current FR/BAR Standard purchase and Sale Contract form. After completion of instruction of the Standard purchase and Sale Contract, instruction transitions to demonstration of the distinction of the As-is Contract form deviations and participation to determine which for to use.
Passport: Free Members: Free Non-Members: \$10	
Sunrise Ed Center	
Thursday, November 6	Contract Series Offer Session III
9:00 - 11:00 AM	Instructor: <i>Annette Haber, Esq.</i>
No CE	Session II, III and IV are an intense compilation of line-by-line through explanation of the most current FR/BAR Standard purchase and Sale Contract form. After completion of instruction of the Standard purchase and Sale Contract, instruction transitions to demonstration of the distinction of the As-is Contract form deviations and participation to determine which for to use.
Passport: Free Members: Free Non-Members: \$10	
Sunrise Ed Center	
Thursday, November 6	Core Law - Minimize Legal Risk
1:00 - 4:00 PM	Instructor: <i>John Ledley</i>
3 CE	The Florida real estate industry continues to experience dramatic changes in the marketplace and in the regulatory realm. This course will discuss the recent changes in the laws as well as refresh your memory on some old standards that rarely change. It examines recent statutory and rule changes that affect not just the license law but real estate law in general. In addition, the course discusses how to maintain your license and generally operate within the law on a daily basis.
Passport: Free Members: Free Non-Members: \$40	
Sunrise Ed Center	
Friday, November 7	Contract Series Offer Session IV
1:30 - 4:00 PM	Instructor: <i>Annette Haber, Esq.</i>
No CE	Session II, III and IV are an intense compilation of line-by-line through explanation of the most current FR/BAR Standard purchase and Sale Contract form. After completion of instruction of the Standard purchase and Sale Contract, instruction transitions to demonstration of the distinction of the As-is Contract form deviations and participation to determine which for to use.
Passport: Free Members: Free Non-Members: \$10	
Sunrise Ed Center	
Tuesday, November 11	How To Make the Most of Your Property Management Business
1:00 - 5:00 PM	Instructor: <i>Andrea Proeber</i>
4 CE	Despite what some may think, there is still a very real need for new, quality property management professionals in today's economy. When approached properly, Property Management can be an extremely lucrative avenue of real estate to pursue. It can serve as a constant flow of income, as well as provide a steady source of buyers and sellers. This course was designed for the determined property manager to take advantage of everything the market has to offer and grow their business.
Passport: Free Members: Free Non-Members: \$40	
Webinar	

November 2025

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Tuesday, November 11

1:30 - 4:00 PM

No CE

Passport: Free
Members: Free
Non-Members: \$10

Sunrise Ed Center

Contract Series Timelines Part V

Instructor: *Annette Haber, Esq.*

This final session concludes the series with hands on lecture and interactive exercise in learning how to prepare and customize a timeline form to manage a transaction from contract to closing.

November 12 & 13

8:00 AM - 5:00 PM

No CE

Passport: \$129
Members: \$159
Non-Members: \$199

Sunrise Ed Center

Seller Representative Specialist (SRS)

Instructor: *Josh Cadillac*

The SRS designation is the premier credential in seller representation. It is awarded to real estate professionals who demonstrate the knowledge and skills essential for seller advocacy. SRS designees represent a global community of real estate professionals who use their advanced training and expertise to meet and exceed client expectations.

Thursday, November 20

9:00 AM - Noon

3 CE

Passport: Free
Members: Free
Non-Members: \$25

Sunrise Ed Center

Newly Licensed ? Now What ?

Instructor: *Denise Oyler*

As a newly licensed agent the days of exhilaration and accomplishments are measured from one moment to the next. There is so much knowledge to comprehend, recall and apply. This course has been designed to set you up to succeed by answering some of the most important "What's next?" questions. The information will be divided into five sections: Corporation Entities and the Business Plan; Mortgage Financing 101; Home Construction, Architecture and Inspections; The Art of Working with Sellers and Buyers; and Title 101.

Thursday, November 20

1:00 - 3:00 PM

2 CE

Passport: Free
Members: Free
Non-Members: Free

Sunrise Ed Center

Be the Change- Fair Housing and You

Instructor: *Denise Oyler*

The purpose of this class is to provide real estate professionals working in today's diverse real estate environment with the knowledge and information they need to understand the importance of fair housing laws and ensure they are responsibly practicing real estate in a nondiscriminatory fashion.

December 2025

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Tuesday, December 2

9:00 AM - Noon

3 CE

Passport: Free
Members: Free
Non-Members: \$40

Webinar

Code of Ethics

Instructor: *Caroline Boland*

This course takes a unique look at REALTOR® ethics by beginning with a review of Chapter 475 standards of conduct and discussing the differences between LAW versus ETHICS. Real estate licensees are dealing every day with challenging legal and moral problems. Relationships with buyers, sellers, landlords, tenants, and business owners must be handled with legal care. But what about moral and ethical issues? Each member of the REALTOR® Association is held to the law, and also a higher degree of ethics than the law requires.

Tuesday, December 2

1:00 - 4:00 PM

3 CE

Passport: Free
Members: Free
Non-Members: \$40

Webinar

Core Law - Minimize Legal Risk

Instructor: *Caroline Boland*

The Florida real estate industry continues to experience dramatic changes in the marketplace and in the regulatory realm. This course will discuss the recent changes in the laws as well as refresh your memory on some old standards that rarely change. It examines recent statutory and rule changes that affect not just the license law but real estate law in general. In addition, the course discusses how to maintain your license and generally operate within the law on a daily basis.

Wednesday, December 3

9:00 AM - Noon

3 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

FHA/VA Financing Markets and the Economy

Instructor: *Dawn Pemberton*

It is possible for Realtors® to become puzzled when keeping up with the acronyms surrounding certain types of financing- between FHA, VA and HUD, and this course is for the agent that wants a little clarification! This course operates under the premise that by learning the basic techniques of government lending and applying them through practice, the professionals in the real estate field will improve their effectiveness as communicators and as sales representatives.

Thursday, December 4

11:00 AM - 3:00 PM

No CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Time to Practice and Play- FR/BAR As-Is Contract Form

Instructor: *Annette Haber, Esq.*

Per your request, during this interactive session Attorney Annette Haber will work with you and share some suggestions and pointers to draft and review and Offer using the FR/BAR As-Is Contract Form. You'll learn how to read, interpret, and complete the Form in an interactive group setting of your peers, and then conclude with question and answers period with open discussion.

Thursday, December 4

1:00 - 4:00 PM

3 CE

Passport: Free
Members: \$15
Non-Members: \$40

Webinar

Meeting the Needs of Challenging Clients

Instructor: *TBD*

There are few industries in which a sales professional will work with such a varied group of individuals as Real Estate! Most Realtors® had the realization early on in their careers that the so called "difficult" person must shop for a roof over their head just as much as the amicable people of the world! To compound the situation, potential buyers are embarking on a very impactful milestone in their lives in buying a home, and this can bring out the stressed side of just about anyone at times.

Thursday, December 11

9:00 AM - 1:00 PM

4 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Residential Community Associations: Issues, Impact and Relevance

Instructor: *Mia Patch*

Community associations are a significant slice of the housing market in this state. And yet, many people have very little knowledge about community associations, even if they intend to purchase property in a community association. Take this course and receive an overview of some important topics related to Residential Community Associations.

Friday, December 12

Noon - 1:00 PM

No CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Lunch and Learn: Sanibel Captiva Community Bank

Instructor: *TBD*

Join us for this Lunch & Learn: Ask the Experts! Rachel Kaduk from Sanibel Captiva Community Bank will speak about their portfolio products such as Foreign National Lending, Jumbo Construction Loans, HELOCs, RLOCs, and more.

Lunch will be included!

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Tuesday, December 16

10:00 AM - Noon

2 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Introduction to International Real Estate

Instructor: *Krystal Edwards*

Over the last 3 years, foreign buyers consistently purchased over \$100 billion of residential property. How many of those sales were you a part of? Take this class and learn if participating more fully in the global market is for you.

Tuesday, December 16

1:00 - 3:00 PM

2 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Building Your International Business

Instructor: *Krystal Edwards*

This course will explore methods agents and brokers can use to learn about incoming and outgoing international investments, identify opportunities these markets provide and acquire the knowledge and skills needed to build their international business.

Thursday, December 18

1:00 - 5:00 PM

4 CE

Passport: Free
Members: Free
Non-Members: \$40

Sunrise Ed Center

Contract Addenda

Instructor: *Annette Haber, Esq.*

In this class you will learn about the various contract addenda currently used with the FR/BAR contract for sale and purchase. A discussion of the most important FAR forms outside of the contracts will also be included. You will also review listing agreements, deposit release forms, and the independent contractor agreement form between broker and salesperson. Don't miss this!