



In this Issue:

From President Bart Stockton	1
TRETA Conference 2017 Update	2
TREC Update	3
Why is a Facebook page important	4
TRETA CREI Workshop	5
Zen Class and other humor	6
Board Members and Contact Information	7

Texas Real Estate Teachers Association Newsletter

www.treta.org

From the President...

Hello, TRETA!! By now you may have heard that we've selected the Lakeway Resort & Spa on Lake Travis in Austin as our Conference location for the 41st Annual Conference (April 6-8, 2017). Bonnie Wilson (Conference Director), Mary Ann Jeffers (Program Director) and I are already working on the program and Conference specifics.

Our theme for 2017 is "Excellence Begins Here." Mary Ann is planning a program of wonderful speakers to support our goal of making TRETA instructors the best in the state. In reviewing your evaluation comments from this year's Conference, the themes are clear: our members want both industry updates *and* instructor development topics and that's exactly our plan. So whether you're new to teaching and training or have dedicated your life to education, we hope you will find much value in the presentations – not to mention the networking and fellowship TRETA is known for!

Online registration at www.treta.org is open and postal registration forms have been generated. As an incentive for your **Early Bird Registration**, there will be a **drawing at the Conference to win one of four \$50.00 gift cards** for those whose registration is received/postmarked by December 31, 2016.

We have negotiated favorable lake-view room rates at Lakeway, a AAA *Four Diamond Award* property, but you must book by March 6. I encourage you to reserve well in advance because we have a limited number of rooms in the TRETA room block.

I'm going to level with you: we need your help. Without our active membership, there is no TRETA and certainly no TRETA Conference. Please continue to bring up TRETA with your colleagues and contacts and encourage their attendance at the Conference. We are hoping for another record turnout in 2017! We also rely on our sponsors and exhibitors so please contact Bonnie at conference@treta.org if you or someone you know is interested!

Stay tuned as we finalize Conference plans and speakers, and I look forward to seeing all of you in April!



My best,
Bart Stockton, ABR, CREI, CRS, GRI, SFR
TRETA President 2016-2017

The 2017 TRETA Conference will be held in Austin, TX. at the Lakeway Resort and Spa



101 Lakeway Dr, Austin, TX 78734 (512) 261-6600 Rooms \$149 or \$165

Registration and Information about the conference can be found on the TRETA website at www.TRETA.org

FREE TREC 10 Hrs CE Elective Credit! (TREC Approval #PENDING)

Conference registration is only \$200 until February 1

Fees go up to \$250 February 2 or \$300 anytime after March 1

Call for Speakers - TRETA 2017 Conference

Are you interested in presenting at the 2017 Texas Real Estate Teachers Association Conference April 6-8 at Lakeway Resort & Spa, Austin? Program Director Mary Ann Jeffers is currently seeking quality presentations supporting our goal of increasing excellence in real estate education.

Please respond to this email following the submission guide below.

Send email to program@treta.org

- Name of Presenter(s):
 - Presentation Title:
- Duration, including Q&A, if any:
 - Audio/Visual Requirements:
- Description of Hand-Outs, if any:
- Overview & Benefits to Attendees:
- Outline or supporting materials may be attached

Questions? Mary Ann Jeffers, CREI
[210-326-5566](tel:210-326-5566) or program@treta.org



TREC Update

Upcoming Meetings:

11/14/2016 10:00 AM	Texas Real Estate Commission Room 170, Stephen F. Austin Bldg. 1700 N. Congress, Austin, TX
------------------------	---

These are some of the amendments that were proposed at the August 15, 2016, meeting of the Commission and are up for adoption at the November 14, 2016, meeting. You can see the full text of these rules on the "Proposed Rules" section of the TREC Website. Written comments on the proposed rules can be sent to general.counsel@trec.texas.gov and must be received prior to 5 p.m. October 3, 2016 to be considered by the appropriate advisory committee and included in the materials for the November meeting. After that date, comments will need to be made in person at the meeting.

§§535.4, License Required, and 535.5, License Not Required. The amendments are proposed to clarify the definition of what constitutes showing property in light of the statutory requirement that license holders must pass criminal background reviews prior to licensure. The amendments also set out the only circumstances under which an unlicensed assistant can show or an unescorted person can be provided access to a vacant property. The rule was also updated to replace the term "salesperson" with the new statutory term of "sales agent."

§535.57, Examinations. The amendments are proposed to clarify the period that examination results remain valid for an application and better align the rules with the statutory period set forth in Texas Occupations Code, §1101.401(f).

§535.62, Approval of Qualifying Courses. The amendments are proposed to clarify that authorization for subsequent use of a previously approved course must be given by the owner of the rights to the course, which may or may not be the provider for whom the course was initially approved.

§535.65, Responsibilities and Operations of Providers of Qualifying Courses. The proposed amendments remove the requirement for education completion certificates to include the registration date since that information not necessary for the Commission to calculate compliance with statutory timeframes for course completion.

§535.72, Approval of Non-elective Continuing Education Courses. The amendments are proposed to clarify that classroom students must take the promulgated final examination independently prior to the instructor reviewing the correct answers.

§535.73, Approval of Elective Continuing Education Courses. The amendments are proposed to clarify that authorization for subsequent use of a previously approved course must be given by the owner of the rights to the course, which may or may not be the provider for whom the course was initially approved.

§535.218, Continuing Education Required for Renewal. The proposed amendments to §535.218 change the continuing education requirements for non-elective coursework to include a four-hour course developed by the Commission in conjunction with the Texas A&M University Real Estate Center. The proposed amendments would allow license holders to receive continuing education credit for education courses taken outside of Texas and for in-person attendance at the February meeting of the Texas Real Estate Inspector Advisory Committee. The proposed amendments also make typographical corrections and conforming changes for consistency with other Commission rules.

Why is a Facebook Business Page Important to Your Business?

Tina Wilcher |October 27, 2016

With FB being the most popular social network in the US¹, 1.71 billion monthly active users, you may have heard that it would be a good idea to consider getting a FB Business Page.

“But I already have a personal Facebook page!” you might be saying. “And how will I have time to manage and post on yet another page? Will posting my meals, family photos, and silly saying really increase my business?”

Over a billion users log into Facebook on a daily basis; spending an average of forty minutes of their time a day on the site². Business Pages are an effective way to reach customers immediately and closest to their point of purchase. With a business FB page, small businesses can directly connect their products and services to consumers in a way that they are already familiar with. A simple “like” or “comment” shows interest from the consumer and has the potential to turn into a million-dollar transaction!

For example: A person notices some amazing photos of a property posted to a REALTORS Business Page. She “shares” the photos with her 300 friends. One of her friends falls in love with the property and just happens to be relocating to the area soon and is in need of a REALTOR®. That’s one potential buyer and 300 potentially new leads, without spending a single marketing dollar!

Facebook users love to “share” products and services that they have bought or are interested in. Sharing drives traffic to your business. Posting relevant information that interest your target consumer is critical in generating leads from shared posts. Friends are more likely to check out a business page based on their friends’ recommendations of the business and interaction with it rather than searching for it on their own.

The best part about a Facebook Business Page is that it offers an amazing tool (and totally free) called Facebook Insights that will keep you abreast of your consumers and their habits. Insights provides a plethora of information on your fan base such as age and location demographics, the number of friends of fans available (potentially more leads), how many people are actively talking about your page, as well as your total weekly reach. It tracks your page views and unique visitor views (those who searched for you specifically) which allows you to be able to see what channels are most effective in generating leads for your business. Insights is a powerful tool that is used to track business performance and find the emerging user patterns that are crucial to growing your business.

Lastly, a FB Business Page is a key aspect to building a significant web presence (SEO). All the links and post on a business page are indexed by search engines so having consistent, relevant content will give the business a boost in search engine ranking.

Facebook has really changed the way that people market and promote their business. The vast number of users on a single platform creates an environment where there is something for everyone. A Facebook Business Page provides you with the tools required to reach your target audience on a consistent basis with information that is pertinent to them. Having a presence on Facebook is one of the most pertinent things you can do to grow your business.

¹ Ebizmba.com MB Feb '16

² Sprout Social Cowen and Company 2014

About the Author



Tina M. Wilcher, MBA, is a CREI Technology Trainer who instructs for the Fidelity National Title brands in the Houston area. Her passion for helping people in all aspects of marketing to grow their business flows through her expert industry knowledge as a Senior Marketing Consultant for both Cumulus Media and Radio One for over 20 years. Tina is also REALTOR®.

Contact: www.HAR.com/TinaWilcher, (e) RealtorTinaWilcher@gmail.com (p) 713-204-8345



TRETA Certified Real Estate Instructor
Leading Education Forward



The Texas Real Estate Teachers Association is offering the Instructor Development Workshop (IDW) for your CREI Designation

When: November 12-13, 2016. 8:30am - 4:30pm

Facilitator: Dr. Johnnie Rosenauer ; Questions: irosenauer@alamo.edu

Location: San Antonio Board of Realtors SABOR. San Antonio, Texas 78230

Registration: [OPEN] *Register Early! Space limited to the first 25 instructors*

Members: [Register Online](#) Non-Members: [Create a Profile to Register Online](#)
Problems? Email webmaster@treta.org for assistance

TUITION: \$175.00 if registered by October 29, 2016; \$225.00 after October 29 or at the door (space allowing)
Course materials, breakfast and lunch will be provided to participants on-site.

WHO?

- All TRETA members seeking their CREI designation
- All TREC approved core and MCE Instructors seeking their CREI designation
- GRI and GRI Instructor candidates seeking their CREI designation
- Real Estate Company Trainers seeking their CREI designation
- Real Estate Company Managers seeking their CREI designation

WHY? We want to help you become an effective presenter and facilitator of learning. You will learn techniques to help you:

- Identify and reach people with different learning styles
- Develop and refine learning objectives
- Divide your course materials into manageable units or presentations that maximize learning
- Develop learning modules using Generally Accepted Adult Principles of Education (GAPE)
- Ask questions that will stimulate meaningful class discussion
- Know your audience and learning environment

DRESS: Business casual - Presentation on second day.

A Zen Class Introduction

Thermodynamics of Contract and Agency Law

Gene Feigelson

Welcome to class this morning students. Today we will be discussing Quantum Field Theory, emphasizing Nuclear String Concepts. Today's topic is the Thermodynamics of Contract and Agency Law (or The Consumer Finance Protection Commission.) We will discuss Texas Real Estate when necessary.

Now... We need to conduct a Class Meditation. (Speak slowly...)

If everyone will close their eyes. Place yourself somewhere you would rather be this morning. Place yourself on a warm sunny beach or in a quiet pine forest with the sound of birds and crickets coming from the dense woods. Maybe you are sitting on the side of a snow capped mountain in Colorado, looking out over a river flowing through a peaceful valley.

With your eyes still closed in this peaceful moment...slowly... reach down into your pocket or your purse. Gently, take out your mobile phone or your smart phone, or whatever communication device you may use.

Slowly now, open your eyes and make sure the dadgum thing is turned off.

We don't want this peaceful moment we have just established to be interrupted by your teenager calling to report another accident, or your spouse reminding you to pick up a six pack of Miller Lite.



Gene Feigelson, A.B.R., G.R.I., C.A.M., GREEN, TAHS, has been a Realtor and a licensed Broker for over 36 years. He has worked as an appraiser, expert witness, an instructor, a mediator and as a real estate Broker during that time. He has handled all types of properties from industrial, commercial improvements, land and every type of residential property conceivable. Gene's office is located near the SAM HOUSTON TOLLWAY in the middle of Houston's New Asia Town. The office handles properties all over Houston, Sugarland, Bellaire and Pasadena. The vast experience in the RE/MAX UNITED office covers many years and a number of languages including Spanish and most languages spoken in ASIA, including Mandarin, Cantonese, Min Nan, Tagalog and Vietnamese

Real Estate Memes



Texas Real Estate Teachers Association

"Our Active Membership is
Our Greatest Asset."

We're on the Web!
www.treta.org



Texas Real Estate Teachers Association

"Our Active Membership is
Our Greatest Asset."

We're on Facebook 
<https://www.facebook.com/groups/treta.tx/>

TRETA Officers for 2016-2017

President	Bart Stockton	214-901-7199	bart@bartstockton.com
President-Elect	Jeannette Black	817-219-5355	jblack@alliantnational.com
Treasurer	Jerry Rutledge	972-980-0643	jerry@allianceacademy.org
Secretary	Rachel Cahill	214-718-5872	webmaster@treta.org
Conference Director	Bonnie Wilson	210-535-1576	bonniewilson@satx.rr.com
Program Director	Mary Ann Jeffers	210-326-5566	majeffers2@gmail.com
Research Director	Gene Feigelson	713-398-7058	GeneFeigelson@realtor.com
Membership Director	Carl Leatherman	956-357-6276	carl@carlleatherman.biz
Communications Director	David Turnquist	713-894-9436	David.Turnquist@sjcd.edu
CREI Director	Kevin Morris	281-922-3479	Kevin.Morris@sjcd.edu
Immediate Past President	Karen Nichols	806-797-0769	knichols@tarrec.com
Historian	Cheryl Nance	806-206-9126	cherylNance@wbhsi.net

Final Thoughts

We welcome our members input! Please email any suggestions you may have about TRETA to the officer responsible for that function.

We also want your contributions to TRETA Talk. Whether you are a new instructor or a long-time educator your view, knowledge, and voice is essential to our organization. Please send any articles, ideas, or thoughts that you would like to appear in TRETA Talk, as well as a short bio, to david.turnquist@sjcd.edu

Copyright © 2016 – Texas Real Estate Teachers Association – All rights reserved.



We're listening,
and we appreciate
your input!