



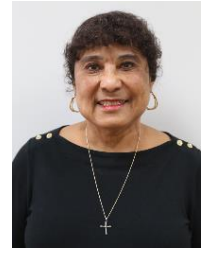
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Texas Real Estate Teachers Association Newsletter

Greetings TRETA Members:

Our conference in April was exciting with some great innovative ideas and techniques to assist all of us with improving our skills and expertise. We heard some great information about “Teaching with Gusto” from Pat Strong, CREI, “Texas Economic Update” from Dr. Jim Gaines, “TREC Education Updates” from Gwen Jackson Director of Education, “Appy Hour” from David Turnquist, CREI, “Mortgage Market update and Commentary” from Jerry Rutledge, CREI, CMC, DREI, “Market Your Brand” from J. Rene’ Ward, CREI, “Texas Law Update” from Charles J. Jacobus, Esq., ,CREI, “Life’s Journey in Search of Teaching Mastery” from Dr. Jonnie Rosenauer, CREI”, and “The Brave New Dawn-The Future of Education” from Len Elder, JD, DREI, CDEI.



Continuing in the search of what might be forthcoming our theme for 2018-2019 is “Positioning For The Future”.

If you were not in attendance in April, you can see by the topics you missed some great information. As educators we strive to keep up to date with what is needed to provide the students with accurate information in a form and manner that works for today. While it may be difficult to predict the future, we know what worked in the past might still work however, may not be the ideal way to reach the students of today. This can include changes from TREC, printed information from text, technology, social media etc.

We also will strive to increase membership in TRETA by getting more information out to Instructors through their local Boards, Real Estate Schools and colleges. Please help us by inviting anyone that might benefit by being involved with TRETA and encouraging them to attend the conference.

Please visit the new website, it is up and running.

We are excited about the coming year in TRETA and we are striving to make the next conference one you will enjoy and benefit from. The last conference theme was “Together, Teachers Excel” so let us expand that into this year’s theme of “Positioning For The Future”.

Enjoy summer and be safe.

Glenwood Stevenson, CREI, ABR, GRI, CRS, SRES, TAHS, E-pro  
President, TRETA 2018-2019



TRETA Certified Real Estate Instructor

Leading Education Forward



*Keep your colleagues in the loop with our innovative workshops to earn the CREI designation. They do not have to be taken in order and are packed with valuable tips on taking your presentation skills to the next level.*

## ADVANCED

Congratulations Dave and Kevin!



On another successful advanced workshop held June 23-24, 2018 San Jacinto College South Campus in Houston with 16 participants.

## UPCOMING SEMINAR

Instructor Development Workshops (IDW)

## BASIC WORKSHOP

Do you already have your CREI designation and have a desire to share your excellent presentation skills? Notify David Turnquist, CREI Director ([crei@treta.org](mailto:crei@treta.org)).

- **DATE:** October 6-7, 2018 (Sat-Sun)
- **REGISTER ONLINE**
- **QUESTIONS:** David Turnquist, CREI Director [crei@treta.org](mailto:crei@treta.org)
- **PROBLEMS?** Email [webmaster@treta.org](mailto:webmaster@treta.org) for assistance



TRETA 43rd Annual Conference  
San Antonio Marriott  
April 4-6, 2019



**SAVE THE DATE**  
**43<sup>RD</sup> ANNUAL**  
**CONFERENCE**  
**SAN ANTONIO, TX**  
**APRIL 4-6, 2019**

To make your hotel room reservation, the following link has been included for your convenience.

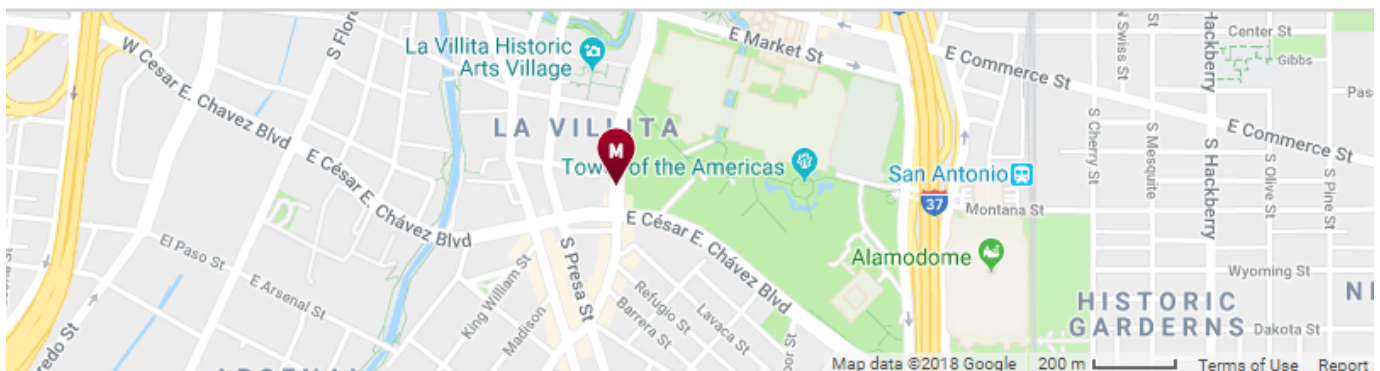
**Marriott Plaza San Antonio**

**\$175 per night**

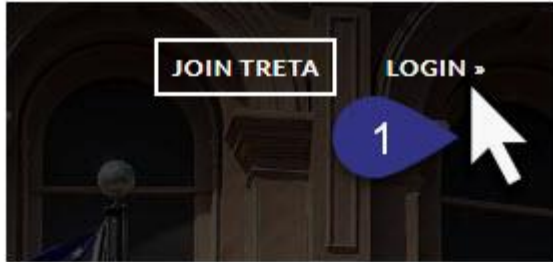
555 South Alamo Street San Antonio TX 78205

**Make your reservation now!**

Click Here to  
Make a Reservation

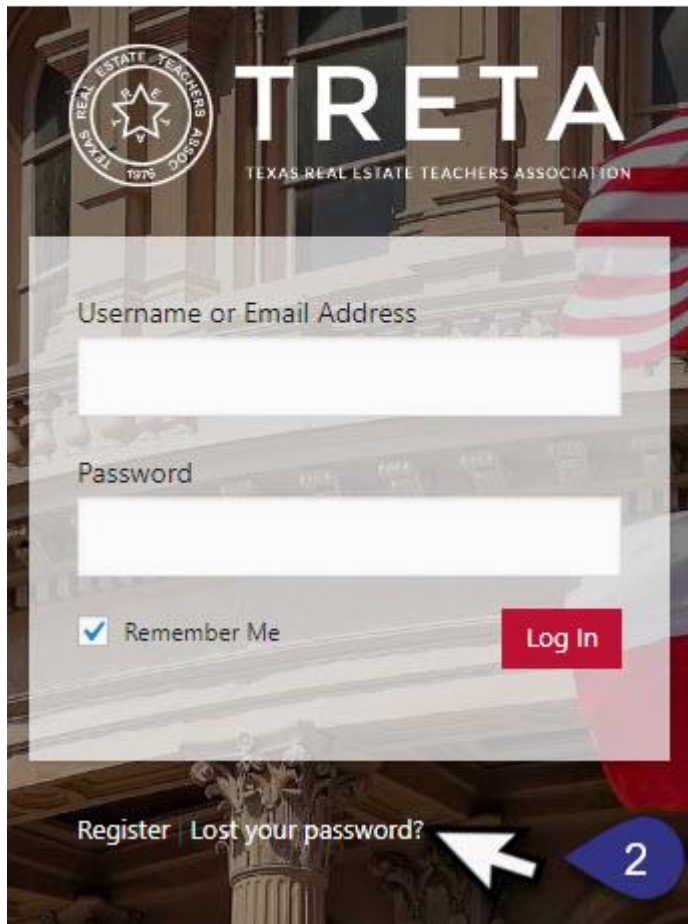


# MAKE A POINT TO VISIT THE NEW TRETA WEBSITE



EVERYONE has a new username and a new password on the website. Your new username is {USERNAME}, but you can also login with your email address {EMAIL ADDRESS}.

1. At the top right of the screen. Click on LOGIN. On the login screen, click on "Lost your password?" Then enter your email address or your username and the password.



2. Check your email for the confirmation link to reset your password. Click on the link in the email to reset your password.

3. Be sure to save your new password for future reference. Our tech guru suggests using [LastPass](#) for securely saving all of your logins. You can even use it on your phone.

Check out these handy posts:

- [How to login to TRETA](#)
- [How to update your TRETA profile](#)

# Learn to Coach and Be Coached for Real Estate Professionals

By **Dan Robertson, ABR, CRB, CRS, CREI, GRI, GREEN**

I have been in the Real Estate business for 33 years; for the 20 years prior to real estate I was with Corporate America. Over the years I have sold and brokered a lot of real estate and supervised many licensed Realtors®. My wife and I now own a small Texas real estate licensing school and teach pre -licensing, SAE and MCE courses. We also operate a residential property management company run by my wife and family members in Plano, Texas.



Over the years I have developed concerns because of the high percentage of real estate agents that don't make it in the real estate business. Some get in the business and find out they don't have the aptitude; others get in and out because they couldn't make a living fast enough and/or didn't have adequate reserves. And then are there those that get so much information thrown at them in the beginning they are unable to sort it out. Personally, I think so many don't make it because they are just not given enough guidance in the beginning. So, if I am right about the latter, what can be done to help more agents succeed in the real estate business?

I think one solution is more understanding and commitment to "Coaching". There is no doubt, we as real estate professionals, are good at training our agents. Most brokers and managers do a stellar job teaching agents the business, whether we send them off to training classes or we train them ourselves. There is ample training available through many different avenues, i.e. In-House, On-line, NAR, TAR, Local Associations, National Trainers, etc.

What seems to be missing is a "Coaching" mindset to go along with the "Training" mindset. If you are the broker or manager who has perfected and practice the coaching mindset this article is not directed to you. I have asked a number of brokers and managers if they think coaching could be a missing ingredient and all have concurred, some with the added comment it is often talked about but seldom done.

Here is the bottom line. If coaching is to work two ingredients must be present: 1) the broker or manager must have the desire, commitment and know how to coach 2) the agent must have the desire, commitment and know how to be coached. Sounds simple. It is not!!

I think there needs to be an addition to the thinking of agents, brokers, managers, trainers, educators, associations, etc. It is important to recognize that there can be limitless value to include coaching in our curriculums. If we really want to help our agents succeed we need to learn how to coach and our agents need to learn how to be coached.

So, if you agree, where do we start?

The first step is to perfect the "coaching plan" and understand the components of the plan. The plan should clearly define: 1) a menu of very specific how to items; 2) an overall planning process 3) the importance of commitment 4) the importance of time management and scheduling 5) strengths and weaknesses evaluation 6) what does the agent really want? 7) vision and mission statements of agent and coach 8) a well-structured

business model 9) a process for setting goals 10) Setting goals and a plan for each 11) a precise execution strategy and finally 12) the commitment to accountability.

The second step is that the coach and agent(s) attend a two-day training session to understand the components of the “coaching plan”. Our real estate school has written and taught a course designed around these components for the last several years with success. However, I view this as just a start with more work needed. I would be most interested in hearing from those interested in helping perfect such a program.

The third step is for the coach and agent (one on one) to spend an eight-hour session developing a plan addressing all of the above components in detail. It is here the coach and agent evaluate the agent’s current situation, defining precisely where the agent wants to take h/her business. The agent must very specifically define h/her wants, vision, mission and business model. Equally important the agent, with guidance from the coach, must set prospecting, systems building, skill building goals and document clear written plans for accomplishing each goal.

The fourth and last step is the easiest of all. Execute the “coaching plan”. The agent will meet periodically with their coach to discuss the agent’s written plan focusing in on what h/she planned to do and then what actually was done and accomplished, any problems encountered, what’s working and not working. The agent will also prepare a weekly report defining 1) Accomplishments this week 2) Plans for next week and 3) Any objectives pending. In addition, there are a few simple accountability reports designed to help the agent stay on track.

In closing, I have talked to a number of brokers and managers. They tell me that they have tried to coach, but it just doesn’t work. From experience, I know coaching works in real estate if a high level of desire, commitment and know how is first achieved by those coaching and those being coached. This is the purpose of the program.

It is also important to clarify a few rules going in: The agent can drop out of the program or can be dropped at any time. Reasons for dropping an agent are: missing scheduled calls/meetings without proper notice, not sending in reports on schedule, apparent lack of interest. You should let the agent(s) know you are here to help them succeed and will not try to convince or “boss” them on what is needed in order to succeed.

Please remember, for the program to work, the coach and the agent(s) both must develop the desire, commitment, and know how to coach and to be coached.

For more information or comments contact:

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# RESOURCES AVAILABLE TO REALTORS

## ***Keeping it Real:***

Taking real estate courses and becoming a successful Realtor is indeed a journey. In addition to establishing a brand, determining your differentiation, identifying your niche and developing a plan of action is making sure the student understands that “pulling it all together” takes both time and money. It is a challenging adventure that presents both opportunities and rewards. We, as educators, should always include relevant industry tips into our curriculum. Our honesty about the industry and the competition will not only give students insight but will give them tools they need to have a competitive edge.

Most students have no idea that this is a lead generation business. Tons of leads in our database enable us to make phone calls, set appointments and close deals. The easiest part of becoming a realtor is the qualifying courses and taking the exam. The real challenge is developing an efficient lead generation system that keeps you making money. Some of the tools available out there to help in developing, tracking and staying in front of our clients and customers are available at a nominal cost. Knowing what tools are needed to establish a business is something that continues to change and taunt us into sometimes having more gadgets than what are needed.

As educators, informing students and agents to take advantage of the tools and resources that are free or modestly priced that will take their business to the next level is integral to our professional development curriculum.

## ***Tools and Resources:***

Listed below are three tools that we could utilize in our presentations to wow our students to become more innovative and efficient: In each edition of TRETA Talk I will be introducing three or more resources or tools that can be utilized in getting the student acclimated to the industry and the market. Introducing some of these resources in our curriculum demonstrates our relevancy as real estate instructors:

Remine - Utilization of big data in analyzing our markets and competition. This platform is available through the various Real Estate Boards. Follow the link to learn more about Remine and to set up a demo.



<http://www.remine.com/>

Realtors Property Resource is an awesome database of analytical data that only a Realtor® has access. This platform puts the market at your finger tips and is exclusively for Realtors, no third party has access.



<https://www.youtube.com/watch?v=dTdWpgcwf5Q>

<https://www.narrpr.com/>

<http://blog.narrpr.com/rpr/>



<https://www.ziplogix.com/nar-member-benefit/>

Zip Logic has taken its platform to a whole new level with even more transaction management capabilities.

I will be introducing three or more resources at every issue of TretaTalk. Professional Development is paramount to the success of a real estate licensee and it starts with the real estate instructor introducing these resources and how they can be used by the real estate professional to give a competitive edge.

Stay tuned more to come!

**Cassandra Davis-Beach, MBA, Broker  
CREI, CRS**





## Dearborn Takes a Comprehensive Look at Real Estate Education

Take the time to review the attached PDF from [Dearborn](#) regarding the real estate education industry. It is very interesting and could help us develop more of a strategic approach to developing educational material that both strengthen and prepare the student to be successful in the real estate industry.

# TRETA TALK NEEDS YOU!

**Please send me any articles or ideas you may have as instructors that target professional development and how we can incorporate those ideas into our curriculum.**

Thank you for your contribution to TRETATalk!

Sincerely,

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