

# TRETA Talk

October 2020

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## **A Message from Dan Robertson 2019-20 President of the Texas Teachers Associations (TRETA)**

**It is with much sadness we announce that Alice Cater passed away Oct 6, 2020. Alice was one of the primary people to organize the Texas Real Estate Teachers Association some 45 plus years ago. She was the first woman president and has since been an ongoing contributor to the success of TRETA. To read more about the life and legacy of Alice, go to: [www.claybarfuneralhome.com](http://www.claybarfuneralhome.com). You will find her life tribute page, obituary, and are able to share a memory you have of her. She was a wonderful and accomplished lady. Our prayers are with Alice and her family. Funeral services were held on Saturday Oct 10, 2020. Flowers were sent to the family on behalf of TRETA and all of you.**

**I am looking forward to our 44<sup>th</sup> Annual Conference scheduled for April 22-24, 2021 in Richardson/Dallas Texas. However, I am concerned as to whether we should or should not hold the conference due to the Covid-19. We will be making a firm decision to GO or NO GO in mid-December 2020. Your comments whether or not hold the conference will be greatly appreciated and I hope most of you will be willing to move forward and attend; however, if not, I understand. Email your comments to [rettschool@gmail.com](mailto:rettschool@gmail.com).**

**In addition, as most of you know TRETA President Elect, Earnest Spencer has been hosting ZOOM TRETA – LUNCH AND LEARN SESSIONS once a month and we plan to continue them. Please advise if you have a subject of interest to present within the 1 hr. and 15 min. allotted time, 12-1:15 p.m. (mid-month). Contact Earnest Spencer via email at [es@usaplusrealty.com](mailto:es@usaplusrealty.com) or call (972)809-0875. Your participation is greatly appreciated.**

Wish you all the very best and please be SAFE during these trying times. If you have any questions or suggestions, please call me.

Sincerely,

Dan Robertson, ABR,CRB,CRS,CREI,GREEN,SRES

2019/20 and Acting 2020/21 TRETA President

Real Estate Training and Technology Licensing School

Teacher/Broker/Owner

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# CREI 2020 Update

By Dave Turnquist

**In February 2020 we met at San Jacinto College – South Campus for the CREI Basic WS. We had 11 attendees and the presenters were Dave Turnquist, Kevin Morris and Robin Powell**

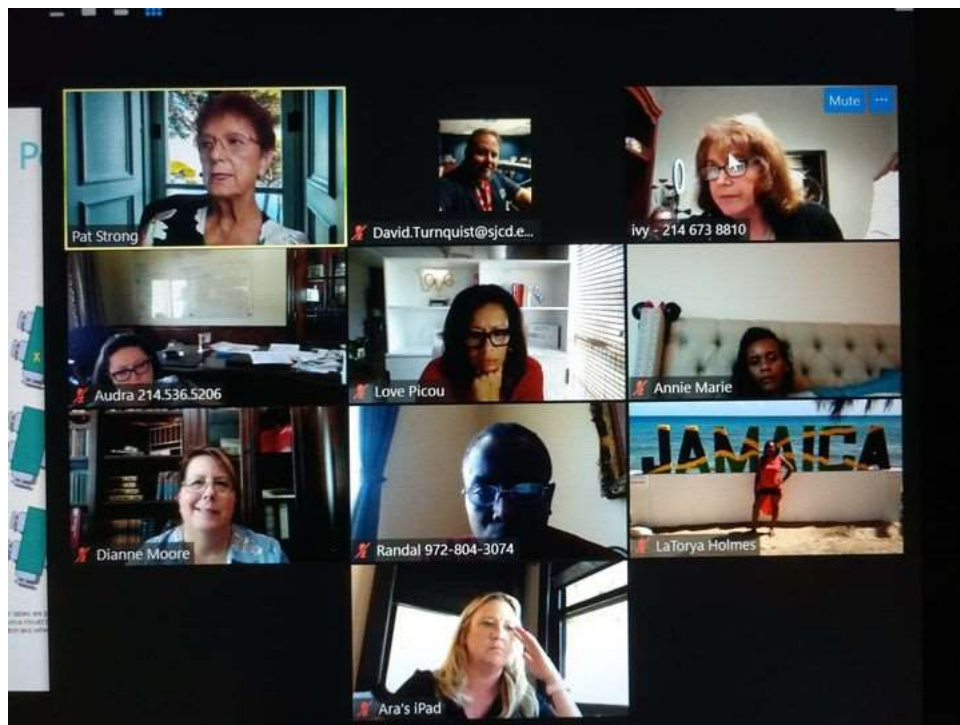
**In June, the CREI Advanced WS was switched to a ZOOM class and we had 13 participants. Presenters were Rachel Cahill, Candy Cooke, Dan Hamilton, Tina Wilcher and Cassandra Davis**

**The October CREI Basic WS was also held on ZOOM, with 8 participants. Presenters were Dave Turnquist, Rachel Cahill and Pat Strong**

**Because the TRETA Conference was postponed in April 2020 the 8 new CREI's were not able to be recognized. They will receive their plaques at the 2021 conference in Richardson. The 8 new CREI's are Becky Pennartz, Clay Collins, Ginger Unger, Julie Jones, Lori Solecki, Mark Porter, Shannon Askinos, and Steve Lay**









**Cassandra Davis-Beach, MBA, CRS, ABR**

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## Revisiting the “Soft Skills”

I have been asked by many students “What will make me successful in my real estate career?” After teaching thousands of students, my response is generally simplified into one word “Numbers.” I usually get a strange look and then I proceed to expound on the importance of continuous prospecting, filling the pipeline and building relationships. In fact, Tom Hopkins used to say add 20 people a day to your database.

We as teachers sometime fall into the category of teaching the material, albeit sometimes outdated, and not reiterating what we know will help them beyond the designations, certifications, and the costly mentoring and coaching systems. We hypnotize our students with power points and lots of material packed full of stuff. The Broker is then supposed to add the systems and more training. Many times we will stress execution of all the fine stuff they have learned from basically the same instructors telling the same stories.

Recently, I have revisited the basics as I work with clients and getting them to understand the nuances of the market and of course, supply and demand, along with safe practices during this Pandemic. The intent of this article is to revisit the “soft skills” that seem to now be missing in our industry.

I will refer to an Article written by Georgetown University. The entire article supports relationship building as well as the new phenomenon in real estate training, “Ninja Selling”. Of course Ninja takes the old stuff we already knew and simply repackages it. The old “nothing new under the sun” adage holds true. This article looks at the most important component in an Agent’s success – “COMMUNICATION.”

1. Communication: Communication is more than a skill it is actually both a science and an art. It involves paying attention. Watching the body language, understanding the pain points and uncovering the problems that are not always apparent. Always be respectful of people’s time and contributions.
2. Listening: Learning how to actively listen while setting the tone and creating a non-threatening environment. Again, an agent must be willing to invest the time to acquire both interpersonal and social skills.
3. Social Cues: Learning how to communicate across cultural backgrounds. In addition, recognizing how to identify implicit biases in order to give consistent service regardless of ethnicities, culture, and background.
4. Negotiation: Here is a trait currently lost in our industry. The new way an agent negotiates is putting the sentence “make your best and final offer,” in the MLS. Making the whole process look like an auction instead of negotiating the best offer. As instructors, we must remind agents that In order to be a good negotiator, you must also be a good listener, know your market and more importantly, be able to effectively communicate the client’s needs.
5. Patience: Having the patience to deal with remorse, managing the transaction and keeping the parties in the loop throughout the process.
6. Tactfulness: Communicating the truth is sometimes difficult. The agent must be able to back up recommendations with data and be able to interpret the data in a way that will not only inform the client but will help them make a decision.

Below is the link to this article.

<https://scsonline.georgetown.edu/programs/masters-real-estate/resources/six-soft-skills-for-real-estate-success>

In summary, let’s not forget the soft skills. They are embedded in our designations, certifications and all the other stuff our students pay for to get the magic sauce. The key is numbers and while building the pipeline make sure to develop the relationships that will create clients for life.



# Navigating the Chatter

By Zelda Cain, Broker/CREI



Reflecting on December 2019, I know you remember how excited you were that January 2020 would soon be here. Plans for our best life ever were written in stone and we were going to take the world by storm. January 2020 arrived and the news of COVID-19 in China arrived with it bombarding the airways. March 2020 arrives and along with it the unthinkable, the US economy is about to shut completely down. The most unfortunate of all is that people became paralyzed in their creativity for a while and small businesses began to suffer.

May 2020 arrives, and we realize that COVID-19 is not going away overnight, so everyone began to seek ways to communicate and pivot outside the four walls they were stuck behind. Business as we knew it was changed overnight and it was up to us to decide what our fate would be.

When the economy was shut down and everyone was ordered to stay home, most businesses scrambled to come up with ways of re-launching to remain relevant and the internet was our only vehicle to communicate with the masses in order to get our products out the door and into the homes of others. Whether we were teaching, selling homes, educating buyers, offering advice, mentoring, or seeking advice the internet became bombarded with information and we were left to figure out what to listen too or read and if we should join the myriad list of contributors.

Navigating the chatter is now more important than ever or we will find ourselves with physical and mental analysis paralysis never achieving anything. Having parameters in place will lower our stress levels and assist you in not becoming overwhelmed or full of anxiety. So how do you navigate the chatter, remain relevant, and make sure that you are not missing out on the necessities to keep your business moving forward.

1. Know Your Destination
2. Set SMART Goals
3. Complete a SWAT Analysis
4. Have a One Page Business Plan
5. Time Block

Sometimes it is just necessary to take a step back, refocus and determine what is most important to you. If you are like me, you have been busier than ever and find yourself satisfying everyone's goals but your own since the pandemic began. Recently I have had to take my own medicine by taking a few days off to reevaluate my business goals, set some different parameters and follow the guidelines that are already in place. I encourage you to do the same. Trust me the World will keep moving and you will be more productive.



# Shift Your Business During COVID – 19

By Tina M. Wilcher, MBA/CREI

COVID-19 came upon us suddenly and quickly. Our schedules soon changed from in-person instruction to online classes only. For many instructors, this period of transition caused much stress and great worries. The stress was largely due to lack of preparedness to transition so quickly, lack of knowledge on technology, and lack of access to the proper technology. These things can all be easily resolved by having a plan. Based on my own personal experience of teaching during COVID 19 and being actively involved in online instruction over the past few years, I offer the following five suggestions for getting prepared should your business experience a quick shift.

## # 1: Get your office in order.

- Set up a professional, dedicated workspace
- Organize papers, books, and clutter
- Have the proper desk and a comfy chair
- Change light bulbs and/or add additional lighting

## # 2: Pre-book Your Annual Schedule

- Book classes early or for the entire year with providers
- Create a video of your online teaching style and send to providers

## # 3: Teach a variety of different subject matter classes

- Earn the designations for courses you would like to teach
- Ask providers for topics of interest

## # 4: Invest in the best equipment that you can afford

- Monitors
- Microphone

- Ring Light

#### **# 5: Define your work-at-home role**

- Set regular office hours
- Structure your day
- Start early