



Training Today's Professionals for Tomorrow's Business



Courses and Pricing for
Adorna O. Carroll, DSA

ABR/M, SRS, CRB, C-RETS, RENE, GRI, PSA, SFR, ePRO

DynamicDirections.com - Adorna@Adorna.com

AdornaSpeaks – Facebook
@AdornaCarroll – Twitter
AdornaCarroll - LinkedIn

Adorna's Training Formats

- **Live Class Training** – I come to train in your location with students in your facility
- **Live-Virtual Training** – I train in your location with one or more classes somewhere else taking the class at the same time
- **Virtual Training** – I stay in my recording studio and your live classes are in one or more places



Adorna Delivers

- Leadership Training Programs
- Strategic Planning Sessions
- Executive Team and Board Coaching
- AE Programs and Staff Retreats
- Education Director Programs
- Convention Programs
- Partial Day Skill Courses
- Full Day Advanced Skill Courses
- Certification/Designation Courses
- Business Management Courses



Leadership Training Programs

Leadership Training – ½ or full day

- **The Leadership Puzzle**
 - Fiduciary Duties, Anti-Trust, Conflicts of Interest, Roles & Responsibilities, Meeting Basics
- **Effective Meeting Management**
 - How things get from planning to action, Robert's Rules Basics, Minutes and Meetings, Governance Structure, more
- **True Leadership**
- **Tips/Tools for Public Speaking**
- **NAR's Leadership 200, 300 and 400**
- **Custom Programs suited to your needs**



Business and Strategic Planning

Strategic Planning Facilitation



TEAMWORK
MOTIVATION
INSPIRATION
LEADERSHIP
VISION
+ INNOVATION
—
SUCCESS

- I have done plans for State, Provincial and Local associations all over the US and Canada
- I have facilitated for associations that range in size from 300 members to 68,000 members
 - 1-day business planning
 - 1 ½ strategic planning retreats
 - Can include a Leadership Training or Meeting Management Program
 - Individually priced with full proposal
 - References and testimonials provided

Association Executive Programs

Programs for CEOs, Education Directors and Staff Retreats

- Make Your Retirement Planned not Forced – Warning Signs
- Tips to Fill the Classroom
- Dealing with Difficult People
- Building Bridges with your Brokers
- Platform Tips for Public Speaking
- Getting Members Engaged
- Member Metamorphosis
- Moving to Project-based Management
- Taking Minutes and Running Effective Meetings
- The AE Report Card –
Helping Members Assess Your Value



SEMINARS
& WORKSHOPS

Association Training Programs, Consultants and Trainers

- Leadership Training & Academy Programs
- Executive CEO Searches
- Strategic Planning and Business Planning
- MLS and Association Mergers, Acquisitions and Consolidations
- Professional Standards & Admin Training
- Executive Team Coaching/Consulting
- Staff/Structure Reorganization Consulting
- HR and CEO Assessment Training
- AE and Staff Conference Programs, Seminars
- Convention Programs and Member Events
- Community-Board Collaboration Consulting

**Individually Quoted to your
Specific Program and Project Specifications**



Adorna Carroll



Bruce Ayd



Christine Todd



Steve Bois



Linda St. Peter



Rick Harris

Partial Day Skill Courses for Brokers/Managers/Team Leaders

- Shift Happens – Business Issues and Future Trends
- What Keeps Brokers Up At Night
- What Keeps Team Leaders and Their Broker/Managers Up at Night
- Getting in Gear – Company Business & Goal Setting
- Empowering Your Team
- To Team or Not to Team
- Starting a Brokerage – What you need to know
- Company Policies to Mitigate Risk
- Conveying Your Value
- Systems for Superior Service

Convention or CE courses can also be used as teaser courses to cross-market and promote the NEW Business Management Courses that lead to the CRB Designation or the NEW C-RETS – Certified Real Estate Team Specialist Certification program



Partial Day Skill Courses for CE, GRI or Convention Programs

- Buyer Counseling Session
- Seller Counseling Session
- General Agency Courses
- Why Deals Fall Apart
- Getting in Gear
- Code of Ethics
- Shift Happens – Issues and Future Trends
- Systems & Time Management
- Generating Business and Conveying Value
- Going Green without Going Crazy
- Issues and Opportunities of Securing Compensation (Short Sales, Entry Only, Limited Service, FSBOs and more)
- More

Used as intro courses to cross-market and promote future certification, designation and advanced skill courses



One-Day Business Management Courses

All New 1-Day courses - \$50 pp Royalty

- Recruiting for Success: Creating a Vibrant Real Estate Organization
- Creating a Profitable Real Estate Company
- Show Me the Money – Compensation Planning
- The Firm Rules – Company Policies to Mitigate Risk
- Managing a Multi-Generational Business
- Building a Business Plan that Gets Results
- Performance Leadership – Coach, Manage & Mentor
- HR Solutions for Today's Real Estate Company
- Exit Strategies for Real Estate Brokerage Owners

For more details on earning the designation go to: CRB.com



Pricing Options are “\$3000 Per Day Trainer Fee” plus Per Person Royalty and Books
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Teams Business Management Series



1-Day Courses – Must Take 3

- Designing and Sustaining Successful Teams
- Team Leadership for Maximum Performance
- Team Profitability
- HR Solutions for Teams

For more info go to – REBinstitute.com

Pricing Options: “\$3000 Per Day Trainer Fee” plus \$35 Per Person Royalty, Books and \$159 student paid app fee “Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Advanced Career Development Courses

The Essential Credentials for All Realtors® - New or Seasoned



- 2-Day Core Course
- 1 Elective Course Required
- Annual Dues of \$99
- REBInstitute.com



- 2-Day Core Course
- 1 Elective Course Required
- Annual Dues of \$110 USD
- REBAC.net



- 2-Day Core Course
- \$159 Student App Fee
- REBInstitute.com

Pricing Options are “\$3000 Per Day Trainer Fee” plus \$60 Per Person Royalty and Books
OR “Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Designation/Certification Courses Other DD Trainers Deliver

- **RSPS** – Resort/Second Home Property
- **CIPS** – Certified International Property
- **SRES** – Seniors RE Specialist
- **MRP** - Military Professional
- **SFR** – Short Sale/Foreclosure
- **PSA**– Pricing Property
- **ePRO** – e-Professional
- **GREEN**
- **Representing Investors**
- **Staging**



Per Head Pricing And Revenue Sharing Models

For Designation and Certification Programs

- Expenses for program are identified
 - Room costs, work book, flight, hotel, course royalties, marketing costs, etc
- A per head fee for me + per head rebate to you is factored based on a minimum number of students to cover expenses
- The more students that attend, the more you make and the more I make

Flat Fee Pricing

- **Partial or Full day CE, GRI, Designation and Certification Programs**
 - 1 or more courses during the day
 - Or 1 full day course or program
 - \$3000 plus flight, hotel and ground transportation to/from airport
- **Convention Programs and Member Events**
 - \$4000-\$5000 based on program(s)/length
- **Leadership Training**
 - \$3500 ½ day- \$4000 full day plus flight, hotel and ground transportation to/from airport
- **CEO, Ed Director and Staff Retreats**
 - Priced to respect program budgets
 - Plus flight and hotel accommodations
- **Strategic and Business Plans or Mergers**
 - \$4500 1st day; \$7500 2 day for facilitation
 - Plus \$2500 to write it if needed
- **Webinars**
 - \$1000 per hour



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