



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: REBinstitute.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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