



## **THE PROFESSIONAL DEVELOPMENT INSTITUTE**

2730 University Boulevard • Suite 200 • Wheaton MD 20902

301. 949.1771

www.pditraining.net

## **BUSINESSBUILDER™**

### **WHAT IS BUSINESSBUILDER™**

Business Builder™ is a highly effective program that enables title attorneys, lenders, home inspectors, and others to reach real estate agents by teaching an approved continuing education class for the Professional Development Institute (PDI). Agents pay a sharply discounted fee, which encourages high attendance.

### **WHAT VENUES MAY BE USED FOR THE CLASSES?**

Presentations may be held in a restaurant; hotel conference room; broker's office; your own training room; on a cruise ship; in a resort area; overseas or other location. It is only necessary that the facility be suitable for training purposes. On a space-available basis, we will make our classrooms available at no charge.

### **WHAT IS MY ROLE? WHAT IS PDI'S ROLE?**

Select one or more classes from the list of approved classes we will provide, make the arrangements for the presentation and notify us. We will handle everything. We will enroll students, collect fees, provide sign-in sheets and completion certificates and keep records, as required.

### **WHY SHOULD I USE PDI?**

Working with PDI makes good business sense, for a number of reasons:

1. We are the leader in education-based promotional programs. We have offered more classes to more agents in more locations than any other provider. Dozens of companies of all sizes participate in the program, and the number is increasing rapidly.
2. You won't have any trouble finding a course to teach. We have approval for dozens of mandatory and elective courses for Maryland and DC salespersons. If you prefer, you may develop a course which we will submit for approval. (A fee will apply.)
3. Our sophisticated computer database allows you to see how many agents are registered so you can prepare sufficient class hand-outs and promotional materials.

4. Our advertising is exceptionally effective. We directly promote to all agents whose license is coming due for renewal. Our website comes up near or at the top of page one on a Google search.

### **MAY I ADVERTISE THE CLASS?**

No. Pursuant to requirements of the Maryland Real Estate Commission, only PDI may advertise and enroll students. We will promote classes to your email list, if you wish.

### **WILL PDI ACTIVELY PROMOTE THE CLASSES?**

Yes. We will advertise on our website schedule and in our monthly print schedule. We also send emails to our email database of approximately 100, 000 Maryland, DC, and Virginia real estate salespersons. We will include your database if you wish and include a link to your firm and the instructor's bio. Promotion like this is worth thousands of dollars, but you will get it for free under PDI's BusinessBuilder™ program.

### **HOW MUCH DOES BUSINESSBUILDER™ COST?**

Students pay \$15.00 per class. There is no fee to you, but you must guarantee payment of 20 students.

### **IS THERE A CANCELLATION FEE?**

There will be a \$149.00 cancellation fee if you notify PDI of cancellation fewer than five days before the class. Minimum guarantee fees will apply thereafter.

### **WHERE WILL THE CLASSES BE TAUGHT? HOW MUCH LEAD TIME IS REQUIRED?**

#### Currently Approved Classes:

Classes for Maryland and Virginia real estate agents may be presented anywhere. Maryland classes may be presented with two weeks advance notice. Five weeks notice is required for DC classes. Virtually all our classes are accepted in Virginia by reciprocity, and they also may be presented with two weeks notice. For the few directly approved Virginia classes, the lead time is 12 weeks. (Directly approved classes are suitable for Virginia agents who do not have a Maryland or DC license.)

#### New Classes:

Classes for Maryland, DC, and Virginia real estate agents may be presented anywhere. New classes for Maryland real estate agents require 5 to 9 weeks lead time, 9 to 12 weeks for DC agents, and 12 weeks for Virginia agents.

## **MUST INSTRUCTORS BE APPROVED?**

Maryland Credit: The MD Real Estate Commission gives the responsibility for determining instructor qualifications to the school. Generally, we require that instructors have a minimum of two years experience teaching the proposed topic, or other experience or training which clearly demonstrates the ability to teach the subject matter.

DC Credit: The instructor must be approved by the DC Real Estate Board. Please note: to teach DC *Fair Housing*, the instructor must have taken a Fair Housing certification course offered by the DC Real Estate Board. These classes are offered infrequently.

Virginia Credit: For courses accepted by reciprocity (virtually all of our courses) the Board gives the responsibility for determining the instructor qualifications to the school. Generally, we require instructors to have two years experience teaching the proposed topic or other experience or training which clearly demonstrates the ability to teach the subject matter.

Instructors of new, directly-approved courses must be approved by the VA Real Estate Board. (Directly-approved courses are best suited for Virginia agents that do not have a Maryland or DC license.) The same experience criteria apply.

Please refer to the table on *Lead Time and Fees* at the end for information on application fees.

## **HOW CAN I TEACH A CLASS THAT IS NOT APPROVED?**

Give us the outline in the appropriate format (we will provide a sample) and we will submit your class for approval to the various authorities. Please refer to the table on *Lead Time and Fees*.

## **MAY I CHARGE A FEE TO THE ATTENDEES?**

No. Pursuant to requirements of the Maryland Real Estate Commission, only PDI may charge and collect fees for continuing education classes.

## **PROGRAM GUIDELINES**

*Advertising and promotion.* Only approved schools may advertise and offer classes for continuing education credit, and class time must be used only for instruction. You may not state or give the impression that you or your organization is the provider. Doing so may be a violation of COMAR 13B.01.01 and guidelines promulgated by the Maryland Real Estate Commission. You may not promote yourself or your organization during class time. Promotion may occur before or after the class and during breaks. You must leave enough time to teach the full required time if promotion takes place during breaks. Complaints, requests for replacement of incorrect or lost certificates, and all other administrative matters are to be directed to the Professional Development Institute at (301) 949-1771.

## **PROCEDURES**

1. Send a brief resume for all presenters to PDI which shows at least two years experience teaching the same or similar classes, or other experience which clearly demonstrates expertise in the subject matter. If you are seeking to teach classes for DC credit, please send your resume a minimum of twelve weeks prior to presenting the class.
2. Before the class we will need the following information: class name, date, time, location and instructor(s), maximum number of attendees, name and phone number of a contact person in your firm. If the class will be presented in a broker's office, also provide the broker-manager's name and contact information.
3. PDI will create an instructor log-in account and send you detailed information on how to log-in, print a class roster, and check out your future scheduled classes.
4. PDI will provide a monitor who will bring class sign-in sheets, class evaluations, and certificates to you before the class date.
5. Email mailing lists should be submitted to PDI no later than three weeks before the class.
6. PDI must be notified of class cancelations a minimum of five business days before a class. Cancellation fees of \$149 apply. Minimum guarantee fees will apply thereafter.

### **IMPORTANT**

PDI must comply with the requirements of the Maryland Real Estate Commission as detailed in *What Every Provider Should Know About Real Estate Continuing Education* attached. Our class monitor will ensure that these requirements are strictly observed. If a monitor is not present, you are responsible for enforcing them. Please feel free to call us if you have any questions.

**THE PROFESSIONAL DEVELOPMENT INSTITUTE**

SUMMARY OF LEAD TIMES AND FEES  
BUSINESSBUILDER™ PROGRAM

<u>Action</u>	<u>Lead Time</u>	<u>Fee</u>
<u>Conduct MD Continuing Education Course</u>	14 days	Guarantee a minimum of twenty students at \$15.00 per student (you will only pay an administrative fee if minimum student count is not met)
<u>Conduct DC Continuing Education Course</u>	30 days	As Above.
<u>Seek New Course Approval</u>		
• Maryland Real Estate Commission	5 weeks	none
• DC Real Estate Board	12 weeks	\$295.00 per application (5 course max.)
• Virginia Real Estate Board	12 weeks	\$345.00 per course
<u>Seek New Instructor Approval for Currently Approved Course</u>		
• DC Real Estate Board	12 weeks	\$65.00 per instructor
• VA Real Estate Board	12 weeks	\$195.00 per course
• MD Real Estate Commission	1 week	none
<u>Schedule Currently Approved Course</u>		
• MD/VA courses	2 weeks	none
• DC courses	5 weeks	none
• Cancel a class notification	5 days	\$149.00 if less than five days
<u>Provide your email list to PDI</u>	3 weeks	none

**MARYLAND REAL ESTATE COMMISSION  
WHAT EVERY APPROVED PROVIDER SHOULD KNOW**

## ABOUT REAL ESTATE CONTINUING EDUCATION

**THE PURPOSE and GOALS** of continuing education are to provide licensees with *current* facts, concepts and laws to conduct real estate transactions in a legal and professional manner to protect the public's interest.

### RELEVANT SECTIONS OF LAW & REGULATION:

**Title 17-315 and COMAR 09.11.06**

### REVIEW BY MREC:

- All offerings must meet Purpose and Goals of continuing education as stated above
- DO NOT SUBMIT courses about: a licensee's personal business/ tax/ financial planning; office procedures, skill building, new language, sales psychology, marketing, staging or content otherwise self-serving to licensee; selling products, materials, equipment, software systems; conducting activities or giving advice to consumers for which another state license is required; out-of-state laws/reg/policies; orientation for trade associations; classes on bus tours. THESE TYPES OF PROGRAMS WILL NOT BE APPROVED.
- MREC designee may audit any offering and/or inspect records of provider upon request
- MREC reserves the right to re-evaluate or rescind any previously approved offerings for good cause.

### CLASSROOM INSTRUCTORS:

- Provider is responsible to hire qualified instructor and monitor activities of all instructors
- Instructors are hired and are not a provider; outlines and approvals belong to provider only
- Instructors may not use class time to promote their company, to solicit or gain business advantage, to hold drawings, to collect business cards, or to interrupt class time for meals.
- A licensee who is also an instructor of CE courses may receive full CE credit for the first time that the CE class is taught up to a maximum of 6 hours per renewal. An instructor may not receive CE credit for repeat teaching of the same course during the renewal period. A letter from the approved provider showing the dates the licensee instructor taught the course must be submitted to the Commission for approval in advance of the renewal.
- No CE credit is allowed for teaching a pre-licensing program

### CLASSROOM ADVERTISING & INSTRUCTION:

- Advertising shall show only the name of the approved provider. Other entities providing refreshments, instructor, or location are not to be credited as providers or sponsors.
- Title, topic, hours as approved must be disclosed in advance of enrollment
- Offerings approved by MREC shall be open to all licensees until enrollment limit is reached
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- Attendance must be monitored at the beginning and end of the course by sign in/out sheet which identifies the provider
- No credit for late arrivals; provider must disclose this policy in advertising
- Student must be physically present during ALL of the offering time – credit not given for time student leaves to answer pagers, beepers, phones.
- No partial credit allowed (no 3-hour credit for one session of a 6-hour offering)
- School to enforce turn off of ALL electronic devices; no unrelated reading material during course

### CERTIFICATES MUST INCLUDE:

- Course Approval number
- Only the approved provider's name (no co-sponsors unless also an approved provider)
- Student's name **PROVIDERS MUST NOT ISSUE BLANK CERTIFICATES**
- Date of completion
- Title, topic, number of clock hours exactly as approved
- Full name and address of education provider
- Official signature or seal of provider

### IMPORTANT REMINDER TO PROVIDERS:

The approved education provider, by its official contact person, is solely responsible to review outlines in advance, submit appropriate programs, solicit, prepare advertisement, promote, register, collect fee, hire instructors, provide location, keep records, issue certificates and maintain control of approved programs. Off-site locations must be equivalent to provider's own site: classroom environment (no disturbance); provider's own staff to monitor (not instructor); posted on provider's calendar; open to all licensees; no meal interruption of offering. **ALLOWING OTHER ENTITIES OR INDIVIDUALS TO ASSUME ANY DUTIES OF A PROVIDER COULD RESULT IN LOSS OF THE PROVIDER'S APPROVAL.**