



THE PROFESSIONAL DEVELOPMENT INSTITUTE

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BUSINESSBUILDER™

WHAT IS BUSINESSBUILDER™

Business Builder™ is a highly effective program that enables title attorneys, lenders, home inspectors, and others to promote their services to real estate agents by teaching or sponsoring approved continuing education classes offered by the Professional Development Institute (PDI).

HOW DOES THE PROGRAM WORK?

Business Builder™ consists of three options designed to give you maximum flexibility in promoting your services and controlling your costs. You can:

Teach and subsidize a class you arrange. Under this option you would make arrangements for, teach and advertise a class that will be offered free to the agents. You will have an opportunity to promote your firm before or after the class or during a break. If you wish to subsidize a popular class on a topic on which you feel you do not have sufficient knowledge, as might be the case of a lender who wants to sponsor a class on legislative update, PDI can furnish a staff instructor.

Classes are typically held in a broker's office or the conference room of a nearby hotel, but they're not limited to these venues. They can be presented in a restaurant, your own conference room, a resort location or any other venue conducive to training – even overseas! An especially successful series of courses we held was on a cruise ship sailing the Caribbean. (Please see your tax adviser for guidance on the deductibility of expenses when business and non-business travel are combined.)

In exchange for free advertising and opportunity to promote your services you will contribute your time to teach the class and pay a small administrative fee to us.

Teach one of our regularly scheduled classes without subsidizing it. Under this option you only contribute your time to teach a class we have scheduled. There are no additional fees or charges. You may provide complimentary food, discuss your services and distribute promotional materials outside of teaching time, time permitting you may make a presentation to the class during breaks.

Classes are typically held in our own classrooms, the conference room of a nearby hotel or a broker's office. Agents pay the price we establish for the class, which may be our regular price or a special promotional price. Although the classes are not free to the agents, the turnout is often very good, especially for mandatory classes and timely elective classes.

Sponsor one of PDI's regularly scheduled classes. Under this option the class will be taught by one of our staff instructors. You will have the opportunity to promote your services before or

after class, or during a break.

WHICH IS THE BEST OPTION?

Each option has its advantages, and they are not mutually exclusive. You can select one at one time and another at another time. It depends on your objective.

Teaching and subsidizing a class you arrange gives you the greatest amount of face time with the agents and holds out the potential for the highest turnout, which results in lots of buzz and word-of-mouth advertising. (Subsidized classes we have offered have been attended by 150-250 agents.) Subsidized classes are also suitable for presentation in brokers' offices, which typically attract 20-30 attendees. Although smaller, classes in a broker's office afford the opportunity to target market your services and keep in frequent touch with the agents. Even if you arrange to have PDI provide a staff instructor, you will still have the opportunity enjoy the good will that comes from providing a free class to the agents.

Teaching a regularly scheduled PDI class without subsidizing it also has the benefit of giving you the maximum amount of face time with the agents. Since you won't be paying an administrative or sponsorship fee this will be the least expensive option, but attendance will be more modest. Nevertheless, it may be entirely acceptable. Many of our mandatory and elective classes are attended by 30-50 agents; sometimes more.

Sponsoring one of our regularly scheduled classes is recommended if you have difficulty in finding the time to teach or want to sponsor a popular class on a topic on which you feel you do not have sufficient knowledge, as might be the case of a lender who wants to sponsor a class on legislative update. You will still have the opportunity to promote yourself and your firm by giving a presentation before or after class or during a break, and enjoy the good-will flowing from the complimentary breakfast or lunch.

WHY SHOULD I USE PDI?

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

1. Since our founding in 1998, we have educated tens of thousands of agents. We enjoy considerable name recognition and have a solid reputation as a highly professional firm.
2. We have offered education-based promotional programs for several years and are proud to say that some two dozen companies, ranging in size from industry heavyweights to those working toward that goal, participate in our programs. Our client base grows in up and down markets, alike.
3. 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.)

4. We offer maximum flexibility in promoting your services. Regardless of your geographic location, teaching experience, area of expertise or size of your advertising budget one of the options will be suitable for you.
5. PDI makes it easy for students to sign up for courses. We have a 24-7 online registration system and take enrollments by telephone and fax during office hours. Our telephone support and customer service are outstanding.
6. Our sophisticated computer database allows you to access the class roster any time. Prior to class you can see how many agents are registered so you can prepare sufficient class hand-outs and promotional materials.
7. You don't have to worry about the administrative aspects of the program. We will enroll students; handle payments and refunds; provide rosters and sign-in sheets, report completions and keep records as required by regulatory authorities.

MAY I PARTNER WITH ANOTHER FIRM?

Yes. Partnering is an excellent way to reduce the cost of the program and offer courses on a wider variety of topics. For example, under options one or two, a title attorney can teach a class and a lender can sponsor it. Under option three, a lender and title company can share in the sponsorship. Cost-sharing arrangements will be strictly between you and your partners. You will be the point of contact and responsible for payment to PDI. All instructors will be subject to PDI's normal approval requirements and those of government authorities, if applicable.

WILL PDI ASSIST WITH PROMOTION?

Yes. We will help make your class a success by advertising select classes by email to our data base of thousands of Maryland, DC and Virginia agents, on our website and in the class schedule we regularly mail to agents every month. The website and email promotions will include a link to your firm's home page and, if you wish, one for sending emails directly to you. We will also advertise to your email data base or send to yours and ours for greater coverage.

PDI's website often comes up on page one of Google searches and our class schedule is mailed to agents whose license will come due for renewal in the near future – an especially receptive audience for continuing education courses. The Internet, email and print advertising we offer is worth hundreds, if not thousands, of dollars. We will provide it to you without charge. You may also advertise yourself pursuant to guidelines we will provide.

WHERE MAY I TEACH A SUBSIDIZED CLASS? HOW MUCH LEAD TIME IS REQUIRED?

Currently Approved Classes: Classes for Maryland DC and Virginia real estate agents may be presented anywhere. Please note, however, that most of our classes are accepted by reciprocity

by the Virginia Real Estate Board, so the Virginia agent will also need to have a Maryland or DC license to get Virginia credit. Presently, some of our classes are directly approved by the Virginia board. Agents do not need a Maryland or DC license to use these classes for license renewal. Please contact us if you wish to sponsor a class that will have Virginia-only agents in attendance.

New Classes: Classes for Maryland, DC, and Virginia real estate agents may be presented anywhere. In order for Virginia-only agents to use the class for renewal, it must be approved by the Virginia board.

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 relevant experience or training.

DC Credit: The instructor must be approved by the DC Real Estate Board. To teach DC *Fair Housing*, the instructor must have taken a Fair Housing certification course offered by the DC Real Estate Board.

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 relevant experience or training. Instructors of 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.

MAY I TEACH A CLASS THAT IS NOT, OR WILL NOT, BE APPROVED?

Yes, you may teach a class before it is approved or one that may not be approved by certain commissions because it does not meet their continuing education guidelines. Completion certificates will not be awarded for such classes.

MAY I RECOUP SOME OF MY EXPENSES BY CHARGING A FEE TO THE ATTENDEES?

No. Besides, it's not a good idea, as it defeats the purpose of encouraging a big turnout. Consider controlling expenses by limiting the size of the class or teaming up with partners.

WHAT'S THE NEXT STEP?

Please contact Winnie Gathitu, Assistant Director, at 240-514-2326 for more information and a list of approved courses. We will be happy to assist you in making an informed decision on the options that are best for you.

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SUMMARY OF LEAD TIMES AND FEES BUSINESSBUILDER™ PROGRAM

| <u>Action</u> | <u>Lead Time</u> | <u>Fee</u> |
|---|------------------|--|
| <u>Issue Certificate and Report Completions for Classes You Teach and Subsidize</u> | | |
| • First certificate | | \$10.00 per certificate |
| • Additional Certificate for VA | | \$10.00 per certificate |
| • Additional Certificate for or Other States | | \$5.00 per certificate |
| <u>Seek New Course Approval</u> | | |
| • Maryland Real Estate Commission | 5 weeks or more | none |
| • DC Real Estate Board | 12 weeks | \$295.00 per application (5 course max.) |
| • Virginia Real Estate Board | 12 weeks | \$495.00 per course |
| <u>Seek New Instructor Approval for a Currently Approved Class</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 You Teach Which Will Be Advertised by Email or on the Internet or in our print schedule</u> | | |
| • MD/VA courses | 2 weeks | none |
| • DC courses | 5 weeks | none |
| <u>Sponsor a Class or use a PDI staff instructor</u> | 2 weeks | \$495.00 per course |
| <u>Cancel or Reschedule a subsidized class</u> | 2 weeks | \$95.00 per occurrence |
| <u>Teach a Class Pending Approval or for Continuing Education Credit</u> | | |
| <u>In PDI's Facilities (on space available basis)</u> | | |
| • Student Fee Charged | 2 weeks | \$0 |
| • No Fee Charged | 2 weeks | \$495.00 |
| <u>In Other Facilities</u> | | |
| • Student Fee Charged | 2 weeks | \$0 |
| • No Fee Charged | 2 weeks | \$0 |