

EDF Approved Courses & Instructors

The S.E.C. Education Foundation is dedicated to professional education in creative real estate philosophy and methodology. Course Offerings and Instructors approved by the Society of Exchange Counselors and its Foundation are listed below. If you are interested in having any of these courses presented in your geographic area, please contact the instructor directly regarding program availability and parameters.

Questions regarding the S.E.C. Education Foundation or its participation in promoting, sponsoring, or underwriting an approved program should be directed to the Foundation: info@secedfoundation.com. Please Note: (CC) indicates a Core Course.

I Equity Marketing/Exchanging

1. The Seven Deadly Sins of Marketing – 2 to 4 Hours

Ted Blank, S.E.C., CCIM, Denver, CO
303-748-9998; blank1031@gmail.com

Course Description: This is an advanced course structured for those who are already in the Exchange/Equity marketplace. Having attended 1,500 Local, State, and National real estate marketing meetings over 30 years, I see brokers continually making the same mistakes/sins year after year. In this 2-4 hour course we will examine 7 of the most common challenges to successful Equity Marketing that are found in the Brokers, the Clients, the Properties, and the Marketplace. Actual examples will be used to demonstrate how we can modify our techniques to increase our productivity in the future.

II Counseling

1. Jim Brondino's Counseling for Action - 16 hours (CC)

Jim Brondino, S.E.C., CCIM - Course Author

Wesley Dinger, S.E.C., Tyler, TX
903-581-8544 - wdingler@masterrealty.net

Peter R. West, S.E.C., CCIM, Adams, MA
413-448-2502 - pwest@ccim.net

Course Description: Identify how a client understands situations, the role of the counselor, objectives of counseling, why counsel, effective use of time, benefits, listening, environment, words and images.

2. Understanding Your Client - 8 hours (CC)

Ted Blank, S.E.C., CCIM, Denver, CO
303-748-9998; blank1031@gmail.com

Course Description: This course examines the reasons to clearly understand a client's motivation when they are buying, selling, or exchanging. Using the skill of client counseling will allow any agent (residential, commercial, farm, etc.) to help their client reach a successful conclusion.

3. Counseling for the Serious Exchangor - 8 hours (CC)

Ted Blank, S.E.C., CCIM, Denver, CO
303-748-9998; blank1031@gmail.com

Course Description: This course is a workshop, not a "how to" course. The objective is to upgrade existing counseling skills, accurately assess our strengths and weaknesses in the continuum of the counseling process.

4. Exchange Magic – 8 hours (CC)

Gary Vandenberg, S.E.C., CCIM - Grand Rapids, MI
616-774-1031 – gary@1031inc.com

Course Description: The morning session focuses on creative methods to help your client understand how the market views their property. Together, your client and you will create your “Game Plan” so your client knows and expects to receive the kind of offers that will fulfill their needs. The afternoon focuses on how to prepare for a market session, what to do at the sessions, and explores different ways to write exchange contracts. You will also participate in a re-enactment of actual counseling sessions with parties who all said they could never close a deal with the others, and yet a three-way exchange was closed with all parties getting exactly what they wanted, including the Broker....just like Magic!

III Creative Real Estate Formulas

1. Creative Real Estate Formulas -4-8 hours – CE approved in CO and TX (CC for 8 Hours)

Chuck Sutherland, S.E.C.; Dallas, TX
214-696-9214; charlesesutherland@gmail.com

Course Description: This course provides a wide range of creative formulas to facilitate transactions in the face of adverse market conditions. Creative transaction structures, financing, development, alternative uses, syndications, subdivision, and negotiation, are covered.

2. Broker Estate Building (2 Days)

Gary Vandenberg, S.E.C., CCIM
616-774-1031 – gary@1031inc.com

John Brennan, S.E.C., CCIM
972-991-3779 – john@thebrennancompany.com

Course Description: This course will give you proven techniques to build your own estate as well as helping your client to build theirs. Fast paced delivery of methods used by many of the finest minds in creative real estate, all designed to create and retain wealth.

3. Broker Estate Building (1 Day)

Gary Vandenberg, S.E.C., CCIM
616-774-1031 – gary@1031inc.com

John Brennan, S.E.C., CCIM
972-991-3779 – john@thebrennancompany.com

This course is a one day condensed version of our two day course and is designed to give you proven techniques to build your own estate as well as your clients. Fast paced delivery of methods used by many of the finest minds in creative real estate, all designed to create and retain wealth.

4. Formulas in Today’s Broken Market – 8 Hours

Mark Johnson, S.E.C., CCIM – Brownsville, TX
956-546-3551 - mark@borderproperties.com

Tommy Cummings, CCIM – Huntsville, TX
936-788-4622 - tommy@cummingsrealty.net

The course will help you understand your expertise; plan for today’s market; teach you formulas that have been proven over time; explain the inference of opportunities in government and banking; provide case studies; and help you maximize your portfolio management skills.

IV Moderator Training Course

Certified Moderator Course – (2 days & 1 evening) (CC) - Jim Brondino, S.E.C., CCIM – Course Author

Wesley Dingler, S.E.C., Tyler, TX
903-581-8544 - wdingler@masterrealty.net

Brandon Sanders, S.E.C., San Angelo, TX
325-653-1489 – Brandon@steveeustisrealestate.com

Course Description: Among the topics addressed in the course are (1) characteristics and philosophy of a well run marketing meeting; (2) specifically addresses the elements of an effective moderator; (3) the role and responsibilities of a moderator; (4) the questioning process for effective marketing; (5) the moderator's responsibilities; (6) the presentation process and format; (7) how to create a positive and productive market environment; (8) how to handle a presenter; (9) how to stimulate productive thinking and create participation.

V. Marketing the S.E.C. Way

1. Methods of Moderating & Marketing - 2 Day Course

Jim Brondino, S.E.C., CCIM – Course Author

Wesley Dinger, S.E.C., Tyler, TX
903-581-8544 - wdingler@masterrealty.net

Brandon Sanders, S.E.C., San Angelo, TX
325-653-1489 – Brandon@steveeustisrealestate.com

Course Description: The key to successful marketing meetings is quality Moderators. This course covers: Definition of marketplace, presenter and moderator, gaining respect in the marketplace, proven presentation process and format and Marketing session strategies and coping with disruptive influences.

2. How to Market a Difficult Investment Listing in any Economy! - 8 hours or 16 hours

Steve England, S.E.C., AFM, ALC, EMS, Kearney, NE – Author & Principle Instructor
308-236-8505; sengland@ipexneb.com

Ted Blank, S.E.C., CCIM, Denver, CO – Authorized Instructor
303-748-9998; blank1031@gmail.com

Course Description: This in-depth class will formulate new ideas and solutions for your client that could result in a successful transaction. Learn how to identify the real problem which could be the property, the client or even the broker. Learn how to evaluate a Property's benefits that create value and opportunity. Learn how to evaluate different categories of property and how they typically rank in the eyes of the market. Learn how to better understand clients and their true needs and motivations. Learn creative ideas and transaction formulas to find a solution that will work. Analyze case studies to illustrate possible transactions.

3. Tough Questions in Tough Times = Closed Transactions – 4 hours – CE approved in CA

Theodore J. Blank, S.E.C., CCIM, EMS, Denver, CO
303-748-9998 - blank1031@gmail.com

Course Description: In tough economic times or with hard to market properties, understanding the client is as important, or more important, than understanding the real estate. This course will explore the importance of learning the client's motivations, abilities and inabilities, which will help to design a transaction that benefits the client.

4. Applying Lessons from the World's Toughest Markets – 8 Hours

Jason Mittman, S.E.C. - Denver, CO
512-947-5757 - jason@OnlyEpic.com

In this interactive course, Mittman will lead the class with humorous events of failures and successes from the trenches of global adventure and the world's toughest races. Participants will leave with tools and develop skills to positively propel themselves and their businesses forward.

VI Creative Real Estate Finance

1. Owner Financing – The Paper Course – 8 Hours

Dana Barnes, S.E.C., Moodus, CT
860-873-0400 - dbarnes@concordequitygroup.com

Course Description: This is an intensive one-day course that explores the many facets of owner financing and how to use it to close transactions, assess risk and make sound note investments. The course begins with a quick review on the use of a financial calculator to calculate present and future values of an income stream.

From there, topics include analyzing notes for investment, full and partial purchases, investment-to-value vs. loan-to-value, the paperwork behind the deal and the possible use of self-directed IRA's and private investors to sell notes. The course provides numerous case studies showing how to put deals together in today's marketplace. This course is designed for experienced commercial real estate professionals who are in a position to advise clients, partners and others on the benefits of using owner financing to close commercial real estate transactions and satisfy investment objectives.

VII. Real Estate Development

1. Development (Understanding the Development Process) – 8 hours

Chris Dischinger, S.E.C. – Louisville, KY

502-638-0534 Ext. 28 – cdischinger@ldgdevelopment.com

William E. Stonaker, S.E.C., CCIM

817-329-2929 – williamstonaker@gmail.com

Course Description: The course will take you through the development process from start to finish, and will provide you with valuable forms and techniques. The instructors have extensive development experience, and they will cover topics that include how to build a development team; the offer process; due diligence; demographics; an introduction to pro forma; partners, PPMs, and using equity other than cash; help with government issues; the construction process; financing; management after development; green building; brainstorming; and how counseling can help a developer.