

GRI Designation Core Course

Education

SESSION ONE

Lesson Four

Quotes to Consider

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

-Abraham Lincoln

Education Is a Habit of Successful Agents. Education is the way to build your business, get to the top and stay there. By enrolling in this class alone, you have an advantage over most of the practitioners in this industry.

Be Learning Based

Education seminars, conferences and conventions are an investment in an agents business. Attend conferences with the purpose of getting a return on that investment. Conference success should be measured when something is learned at the event that makes agents money.

Suggestion for Success: How much are you willing to commit over the next 12 months for conferences and/or conventions? What is your education budget? If you do not have an education budget, now is the time to make one.

Agent Education Expenses	
None	9%
Less than \$500	36
\$500 to \$999	26
\$1,000 to \$1,499	15
\$1,500 to \$2,499	9
\$2,500 to \$4,999	4
\$5,000 to \$9,999	1
\$10,000 to \$14,999	*
\$15,000 or more	*
Median	\$600
*Less than 1 percent	

Having a budget for conferences, books, coaches, etc., is imperative for the growth of your business.

Suggestion for Success: Do not attend an educational event or conference without determining what it is you want to learn from the experience. Will you receive a return on your investment? What is this going to do for my business? How is this conference/class going to impact my business?"

When attending a conference, agents should pay added attention to the conference agenda and the subjects being offered. It can be tempting to explore non-real estate related activities. But planning a day ahead can motivate you to attend sessions that are more beneficial.

Free Education is Always Good

Find out which classes are being offered by the local board. Mortgage and title companies as well as other related real estate institutions offer education on specific topics quite often.

Be mindful that education is not always about what is learned but more about what *needs* to be unlearned.



Notes: