



Course No. and Title	18. CULTURAL DIVERSITY COMPETENCY FOR REAL ESTATE PROFESSIONALS	
Best For	If you are a real estate agent who wants more opportunities, more customers, more business, and eager to sell more homes and increase their commissions, YOU must attend this session. Your competitors are already signing up. Do not be left behind.	
Description	While home ownership is still an “American dream”, real estate agents are finding more and more difficult to sell homes to people from different cultures than theirs. This session will attempt to provide answers to the many challenges that agents face in their attempts to sell homes to Minorities and foreign workers –who spend a combined 2 trillions dollars every year-. In our work we often hear questions like, “why is it that this family from [another culture] could be so nice, liked the house I showed them as well as its location and price, promised to call and never commit to buy their apparently dream house?” or, “What did I do wrong?” The solutions to these challenges lye in the home buying cultures of the clients. That is what you will learn in this session!	
Location	This program is offered IN-HOUSE at client’s location of choice or as a SEMINAR.	
Participants	Maximum: 30 participants	
Options Duration and Cost	COURSE OPTIONS and DURATION	
	Option 1. Minimum: one hour	COST \$300/hour
	Option 2. Multiple one-hour sessions or extended period- same location & same Ante Meridiem or same Post Meridiem. (Minimum 3 hours)	\$275/hour
	Option 3. 1-6 hours out-of-town assignment (100 + miles one way).	\$1,200
Related Expenses	1. Travel/Mileage	\$30 per round trip or \$.55 per mile whichever is greater.
	2. Out-of-town Assignment	Air & ground transportation + Lodging + Meals.
	3. Training Material	Materials: \$1- \$1.50 per participant (if applicable)
	4. Additional Participants	\$15 per participant above the maximum of 30.
Take Away	1. A certificate of completion. This course may count for continuing education units. 2. Important information beneficial for you professionally, but also to your company 3. A great networking opportunity.	
Continuing Education Units	Many organizations accept our certificate in conjunction with our detailed course description and objectives (issued separately) to fulfill their yearly continuing education units (CEUs) requirements. Check with your organization for details.	
Just a reminder!	<i>“You can buy in any language; but if you want to sell, you’d better speak the language of your customer!”</i> <div style="text-align: right;">Unknown</div>	