

Trainers, Products and Services



DYNAMIC DIRECTIONS

Training Today's Real Estate Professionals for Tomorrow's Business

DynamicDirections.com

Info@DynamicDirections.com

Superior Training and Trainers

- Our international and national trainers are dynamic subject matter experts who deliver quality programs in an engaging and entertaining way
- We are active practitioners that incorporate a wealth of field experience and depth of knowledge to engage adult learners seeking intermediate and advanced career development skills, tools and techniques
- We are easy to work with and always prepared
- We consistently deliver superior results and a solid fan base that will help you sustain a profitable career development program





Training Today's Real Estate Professionals for Tomorrow's Business

OVERVIEW OF PROGRAMS WE DELIVER

Association Training



- Strategic Planning
- Leadership Programs
- Leadership Academy Training
- Mergers, Acquisitions and Consolidations
- Professional Standards Training
- Professional Standards Admin Training
- Executive Team Coaching and Consulting
- Staff/Structure Audit/Reorganization Consulting
- HR and CEO Assessment Training
- AE and Staff Conference Programs

Member Training

- Broker/Owner, Manager and Team Leader Advanced Business Management Courses
 - CRB – Certified RE Brokerage Manager
 - C-RETS – Certified Real Estate Team Specialist
- Advanced Designation and Certification courses for Real Estate Professionals
- Selected Commercial Courses
- 3 Hour CE Courses – Mandatory & Electives
- CT Pre-Licensing Courses
 - 2-Day Broker Pre-Licensing Program
 - 60 HR Agent Pre-Licensing Program

Flat Fee or Revenue Sharing Options

We offer a variety of pricing options for our advanced courses
“\$X Per Day Trainer Fee” plus Per Person Royalty and Books or
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options

- For Revenue Sharing Modules there is a “Per Student Price” set by us that includes the per person course royalty fee and books
- You can add an added per head fee too to cover costs and add to your profit level
- The association provides the facility
- We handle the registration and payments
- You’re rebated a fee on a per head on a sliding scale that is production-based – the more students generated by your marketing that attend, the more you earn



MEET OUR TRAINERS



DYNAMIC DIRECTIONS



Adorna O. Carroll, DSA

ABR/M, SRS, CRB, C-RETS, RENE, GRI, CIPS, PSA, SFR, ePRO

Adorna@Adorna.com

AdornaSpeaks – Facebook @AdornaCarroll – Twitter

AdornaCarroll - LinkedIn

- **Leadership Training Programs**
- **Strategic & Business Planning**
- **Executive Team Coaching**
- **AE Seminars, Programs & Institutes**
- **Convention Programs**
- **Advanced Career and Business Management Courses for Brokers, Managers, Teams**
 - **ABR – Accredited Buyer Representative**
 - **SRS – Seller Representative Specialist**
 - **C-RETS – Certified RE Team Specialist**
 - **RENE – RE Negotiating Expert**
 - **CRB – Certified Residential Broker**



Barbara A. Fairfield

ABR, SRS, SRES, CRB, RENE, CIPS, GRI, GREEN, SFR

Barbara@DynamicDirections.com

[Facebook.com/BarbaraFairfield](https://www.facebook.com/BarbaraFairfield)

- **Designation Courses Delivered**
 - SRES – Seniors RE Specialist
 - ABR – Accredited Buyer Rep
 - SRS – Seller Rep Specialist
 - CIPS – Certified Int'l Property
 - RENE – RE Negotiating Expert
 - AHWD – At Home with Diversity
 - GREEN Designation
 - SFR, HAFA – Short Sales +
- **CE and GRI Courses**
- **Convention & Keynote Programs**
- **Motivational Seminars**



Bruce H. Aydt, DSA

ABR, ABRM, SRS, CRB, GRN, SFR, ePRO

REALTOR® - Attorney - Educator

Bruce@BruceAydt.com

BruceAydt.com

Facebook.com/BruceAydt – Facebook @baydt - Twitter

- **Professional Standards, Arbitration and Mediation Training Programs for Local and State Associations**
- **Leadership and Leadership Academy Training**
- **HR Solutions for Leadership**
- **Ethics in Leadership**
- **Risk Management Courses**
- **ABR, SRS, CRB Designations**
- **CE & GRI courses**
- **Strategic & Business Planning**
- **Convention Programs**



Christine M. Todd

RCE, CAE, Magel Award Recipient

CMTcae4@gmail.com

- **Association Business Consulting**
- **Structural and Governance Analysis**
- **Staffing Assessments**
- **Budget Analysis**
- **Mergers, Acquisitions, Consolidations**
- **Convention Programs**
- **AE Seminars and Conventions**
 - "Survival Strategies for the Association Executive"
 - "Implementing Your Strategic Plan"
 - "To Merge or not to merge...That really is the question".
 - "Association staff and elected leadership.....the start of a beautiful relationship" - "Leadership from my seat" - Adorna Carroll and Christine Todd team up and discuss real life issues that confront elected leaders and association staff.



Linda St. Peter
CCIM, AHWD
LinStPeter@gmail.com

- **Training for Leadership Academies**
 - **The Authentic Leader – Honoring Commitment and Leveraging Talent**
- **NAR's Real Estate Safety Course**
- **REBAC Courses – 1-Day Program**
 - **Representing Investors and Personal Investing**
- **CE and GRI Programs**
 - **NAR's Intro to Commercial Real Estate**
 - **Property Maid or Property Manager?**
 - **The 4x4 Rule for Investor Clients**
 - **How to Create a Commercial Niche and Make Money Doing It**



Rhonda Ivey-Lentini

ABR, e-Pro, GREEN, GRI, SRS, RENE, SRES, HAFA, MRP and SFR.

Property Management Certified Realtor®

RLentini@comcast.net

[Facebook.com/RhondalveyLentini](https://www.facebook.com/RhondalveyLentini)

- **15 Hour CT Broker Pre-Licensing Course**
- **Designation and Certification Courses**
 - **MRP** - Military Resource Professional
 - **ABR**- Accredited Buyer Representative
 - **SRS** – Seller Representative Specialist
 - **SFR** – Short Sale Foreclosure Resource
 - **SRES** – Sellers Real Estate Specialist
 - **RENE** – Real Estate Negotiation Expert
 - **NAR's Safety Course**
- **Property Management & Valuation Courses**
- **CE Courses and GRI Courses**
- **Convention Programs**



Shannon Buss

ABR, SRS, GRI, PMN, CRS, Green

ShannonBuss@Gmail.com ShannonBuss.com

Facebook.com/ShannonBuss

- **Performance Management Network (PMN)**
 - Leadership Excellence
 - Effective Negotiating for Real Estate Professionals
 - Harnessing the Power: Skills Based Performance Management
 - Networking and Referrals: Building Business and Profit
 - The Business of Your Business: Formula, Financials, Function, Freedom
- **ABR – Accredited Buyer Representative Designation**
- **GREEN – Green Designation**
- **SRS – Seller Representative Specialist Designation**
- **PSA - Pricing Strategy Advisor Mastering the CMA**
- **Buying a Home with a Reverse Mortgage**
- **Real Estate Investing**



Mary Jean Agostini

CCIM, CRB, CRS

MJ@MJAgestini.com

[Facebook.com/MJAgestiniRealtors](https://www.facebook.com/MJAgestiniRealtors)

- **CE and GRI Courses**
 - Valuation of Antique and Vintage Property
- **Commercial and Investment Property Courses**
 - NAR's Intro to Commercial Property
 - Representing Investors and Personal Investing
- **Time and Life Management**
- **Business Management Courses for Brokers, Managers and Team Leaders**



Debra Killian

Certified Residential Mortgage Specialist

deckillian@snet.net

Linkedin - [linkedin.com/in/deckillian](https://www.linkedin.com/in/deckillian)

- **Real Estate CE Courses in Financing**
 - **Today's Buyers...Products in Post Mortgage Crisis Times**
 - **Back to the Future – What Mortgage Crisis Taught Us!**
 - **The Underwriter Wants What? – Supporting Documentation Demands**
 - **The Rate is What? – What Every Agent and Buyer Needs to Know about Risk-Based Pricing**
- **Full Pre/ Post Training Options for Loan Originators**
 - **School of Loan Origination 1 and 2**
- **Author: *National Mortgage Professional***



Jamie M. Bowman, MSODL

jbowman.psualum@gmail.com

Facebook & LinkedIn: [jamiebowmanmsodl](#)

- **CE, Designation, Certification Courses**
- **Communication Training**
- **Negotiations and Dispute Resolution**
- **Risk Management & Representation**
- **Professional Development Workshops**
- **Organizational Development Consulting**
- **Coaching & Mentoring Support**
- **Workshops & Seminars**

Association Programs Designations and Certification Courses



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- Professional Standards Training
- Professional Standards Admin Training
- Executive Team Coaching/Consulting
- Staff/Structure Reorganization Consulting
- HR and CEO Assessment Training
- AE and Staff Convention Programs

**Individually Quoted to your
Specific Program and Project Specifications**



Adorna Carroll



Bruce Aydt



Christine Todd



Linda St. Peter

Business Management Courses

All New 1-Day courses - \$50 pp Royalty

- Recruiting for Success: Creating a Vibrant Real Estate Organization
- Creating a Profitable Real Estate Company
- Show Me the Money – Compensation Planning
- The Firm Rules – Company Policies to Mitigate Risk
- Managing a Multi-Generational Business
- Performance Leadership – Coach, Manage & Mentor
- HR Solutions for Today's Real Estate Company
- Exit Strategies for Real Estate Brokerage Owners

For more details on earning the designation go to: CRB.com



Pricing Options are “\$3000 Per Day Trainer Fee” plus Per Person Royalty and Books
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Teams Business Management Series



2-Day Core Course PLUS two 1-Day Electives

- Understanding and Leveraging Teams
 - 2 day core course - \$60 pp Royalty fee
- 1-Day Electives - \$35 pp Royalty fee
 - Team Leadership for Maximum Performance
 - Team Profitability
 - HR Solutions for Teams
 - Team Collaboration Tech Tools
- For more info go to – WhatisREBI.com

Pricing Options are “\$3000 Per Day Trainer Fee” plus Per Person Royalty, Books and \$159 student paid app fee
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Advanced Career Development Courses

The Essential Credentials for All Realtors® - New or Seasoned



- 2-Day Core Course
- 1 Elective Course Required
- Annual Dues of \$99
- SRSCouncil.com



- 2-Day Core Course
- 1 Elective Course Required
- Annual Dues of \$110 USD
- REBAC.net



- 2-Day Core Course
- \$159 Student App Fee
- WhatIsREBI.com

Pricing Options are "\$2500 - \$3000 Per Day Trainer Fee" plus \$60 Per Person Royalty and Books
"Revenue Share" and "Per Student Pricing with Minimum Guarantee" Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Advanced Career Development Courses

Other Business Specialty Courses WE Offer



Sustainable Property Certification

- 2- Day Course
- \$60 pp Royalty
- Annual Dues - \$99

CIPS

Certified International Property Specialist

- Global RE – Local Markets
- Global RE – Transaction Tools
- Asia/Pacific
- The Americas
- Europe
- Business of US Real Estate
- Annual dues - \$220; \$75 app fee
- More Info and Royalty Info
<http://bit.ly/2pGWnnO>



Seniors Real Estate Specialist

- 2- Day Course
- \$60 pp Royalty
- Annual Dues - \$99

Pricing Options are “\$2500 Per Day Trainer Fee” plus Per Person Royalty, Books and Student Paid App Fees
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Advanced Career Development 1-Day Options



Military Resource Professional
\$30 pp Royalty
\$195 student app fee



Pricing Strategy Advisory
\$30 pp Royalty
\$179 student app fee



At Home with Diversity
\$30 pp Royalty
\$75 student app fee



Short Sale/Foreclosure Resource
\$20 pp Royalty
\$175 student app fee



**Representing Investors and
Personal Investing**
\$20 pp Royalty

**Pricing Options are “\$2000 Per Day Trainer Fee” plus Per Person Royalty, Books and Student Paid App Fees
“Revenue Share” and “Per Student Pricing with Minimum Guarantee” Options Also Available**

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Additional Advanced Career Development Options

new

**CSA – Certified Staging Agent
The Power of Staging Course
2-Day Course with Staging Field Trips**



Courses are priced “Per Day Trainer Fee” or “Revenue Share and Per Student – Minimum Guarantee”

This course is not an NAR Certification nor one conferred by any of the Institutes, Societies or Councils

Discounts Available for Multiple Guaranteed Bookings on Designation/Certifications

Training Formats

- **Live Class Training** – We train in your location with students in only that facility
- **Live-Virtual Training** – We train in your location with one or more classes somewhere else taking the class virtually at the same time
- **Virtual Training** – We stay in our recording studio and your live classes are in one or more places



Meetings in a Box!

Hire our professionals to deliver your webinars, office meetings and programs

**Live Virtual Training Options
from our studio to your office, board
room or classroom**





**Don't Forget to Check Out Our
FREE STUFF at
DynamicDirections.com**



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