



Speaking/Instruction Topic List

Technology Tools (hardware, software, cloud, apps, AR/VR, etc.)

All the Best Apps for Real Estate (1-2 Hours)

Apps allow you to truly leverage the power of your mobile devices & the cloud and these days there's an App for just about everything. In this session, Craig will help you cut through the clutter and show you the best Apps for business, productivity, organization, photos, social media & of course real estate so that you can truly maximize your smartphone &/or tablet experience for Your real estate business.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify great apps for business/productivity & organization.
 2. Identify the right apps to help you be more mobile in your business
 3. Identify the best apps for real estate professionals & your clientele
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How Smart is YOUR Smart Home? (1-4 Hours)

- Smart Homes Need Smarter REALTORS

Smart Home technology is taking over every inch of today's household (both inside and out) and is changing the way consumers operate in the real estate world. In this session, you will gain a better understanding of what a smart home is, how smart home technology works, the growing list of available options, and as a REALTOR how it can help you market and/or sell a Smart Home property including addressing the legal implications & risks associated with smart homes.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Define what Smart Home technology is and Identify what is fueling the recent growth of smart home and IoT devices with property owners.
 2. Relate how the growth of smart home and IoT devices is impacting real estate
 3. Identify the security risks and legal implications that Smart Home IoT devices present.
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How to Virtually Market & Sell Real Estate (1-3 Hours)

Augmented & Virtual Reality are changing the way consumers research and shop for property and are reshaping the real estate industry. By attending this informative session, you will learn what they are and how to leverage them in your real estate business, plus see some examples of companies and products that are leading the way in this exciting space.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Define what Augmented & Virtual Reality are & what is behind their recent growth.
 2. Relate how the growth of augmented & virtual reality is impacting real estate
 3. Identify potential opportunities to use augmented & virtual reality in your real estate business
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Speaking/Instruction Topic List

Run Your Business on Google & the Cloud (1-4 Hours)

- Become a Real Estate Mobile Road Warrior

- How to Run Your Business Mobile, Paperless & in the Cloud

The Cloud is the key to being a modern business in a multi-device mobile world. And no one offers a better & more secure cloud-based solution to run your business than Google. In this session, each student will learn how to leverage the cloud and the Google ecosystem to help them reduce their business operating costs, improve their work efficiency, communications, and more

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify how Google's cloud-based solutions that could improve processes and efficiencies while reducing operational costs in your real estate business
 2. Identify cloud-based solutions that could improve processes and efficiencies in your business
 3. Relate how you could leverage certain cloud-based solutions to improve collaboration, communication, and service with your clients' &/or team members.
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Technology to Help You Thrive During (& After) the Pandemic (1-2 Hours)

The Corona-Virus Pandemic has changed the way we live in so many ways. And for many in the real estate industry, it has forced you to rethink the way you work. In this session, we will provide advice and all the tools you will need to allow you to work from home, virtual show properties & open houses, complete every step of the real estate process remotely, and more.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify the best solutions that will allow you to do your job remotely.
 2. Identify the best solutions that will allow you to showcase properties remotely.
 3. List the tools you will use to do each part of your job remotely
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The Real Estate Pro's Essential Technology Toolbox (1-4 Hours)

- The Real Estate Professional's Tech Buying Guide

As a REALTOR it can be pretty intimidating trying to figure out what technology solutions you should choose to run your business. Wouldn't it be awesome to be able to go to your favorite tech store with a true geek?

Then you need to attend this session as Craig Grant will be your personal technology shopping assistant and help you choose the best hardware (computers, phones, tablets, cameras, accessories, etc.), software (CRMs, Forms & Contract Management, cloud storage, etc.), apps and more to improve your real estate business.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify the best hardware solutions that meet your business needs & enhance your customer service.
 2. Identify the best software and apps that meet your business needs & enhance your customer service.
 3. Identify the best tools that will protect your business while ensuring optimal customer service.
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Other Technology Tools Topics Include:

- **Top Reasons Apple is Awesome for Real Estate**
- **10 Steps to Picking the Best CRM for Your Business**



Speaking/Instruction Topic List

Marketing (Digital, Offline, Social Media, Video, Websites & SEO, etc.)

Facebook for Real Estate (1-3 Hours)

- Making Money on Facebook

Facebook is the largest Social Networking site in the world & it has tons of potential for REALTORS® to make connections & generate business with potential clients. This course will teach you why Facebook is vital for REALTORS®, the ins & outs of how to set up and run your custom Business Page, separate your Personal & Business lives, get Likes, leverage Facebook Advertising & much more!

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate the explosive growth of Facebook and why it is so important to businesses & REALTORS®
 2. Identify how to set up and run an effective business page & separate your personal & business lives
 3. Identify your strategy on Facebook and develop a time management schedule to implement it after the class
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Market Like a Rockstar on a Roadies Budget (1-4 Hours)

- Your New Real Estate Marketing Plan

- Top Marketing Tips for 2021

Modern marketing has changed completely over the last few years. Gone are mass-marketing approaches like print, yellow pages, and direct mail. In are newer and more cost-effective and targeted techniques including social, mobile, video, search engines, portals, and relationship-based marketing. In this session, you will learn about these newer options so you can create a better marketing plan that will help you grow your business without blowing out your budget. Plus, gain several easy to use resources and tools that will allow you to create your own marketing materials no matter what your level of tech or design skill is.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify the role & growth of the Internet & how it has changed the real estate consumers' research process so that you can adjust your marketing activities accordingly.
 2. Identify which modern marketing technique best fits your marketing goals and strategy and then incorporate it into your marketing plan
 3. Identify which social media network best fits you and your marketing strategy best and relate how social media advertising can help you optimally reach that audience.
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Market Like a Pro In No Time Hands-On Workshop (2-4 Hours)

Get a demo or tour of popular marketing design programs including Canva & Animoto that can help you build your own marketing materials (business cards, flyers, postcards, brochures, social media posts, cover photos, animations, videos, and more) very easily yourself. Then get step-by-step instruction & assistance on how to use these programs, so by the end of the session, you can be your own designer!

Direct Learning Objectives / In this session, you will learn how to.....:

1. Identify how to use Canva to create online and offline marketing materials.
 2. Identify how to use Animoto to create videos to promote yourself, properties, etc.
 3. List tools and sources to create copyright safe marketing materials
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Speaking/Instruction Topic List

OSCAR-Worthy Real Estate Video (1-3 Hours)

Video is the most dominant form of marketing and communication with today's short-attention-span and overwhelmed consumer. The problem is 80% of all videos online are abandoned in the first 8-seconds. In this information-packed session, you will walk away with the best tools and tips to allow you go home ready to create amazing videos, but also see the "OSCAR Winners" from around the real estate industry in categories including Best REALTOR Commercial, Customer Testimonials, Community Tour, Property Tour & more.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Understand the role & growth of video & use/expectations of your clients
 2. Identify the right video recording devices, software, apps, and more for video production
 3. Identify different styles and types of videos you can create in your real estate business
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Run a Successful Website & Dominate the Search Engines (1-4 Hours)

- Top 10 Tips to Guarantee a Successful Website (1-2 hours)

While many real estate professionals have their own website, very few can say that it is successful in that it has ample traffic, generates leads & excels on search engines.

In this session, we will explore how to properly plan and run a website from the beginning (or revamp an existing site) with any vendor to ensure it is consumer-centric and provides them the content, tools, and services they desire which in turn will help you generate more traffic, leads & search engine ranking you desire. Plus how to ensure the site is legally compliant, provide tips on how to hire someone to assist in SEO and not get ripped off, and & much more.

Direct Learning Objectives / In this session, you will learn how to.....:

1. List the important elements (modern design trends, UI, stickiness, etc.) of a user-friendly real estate site
 2. Identify best methods to generate site traffic
 3. Identify key techniques and strategies to optimize your website for search engines
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Top 10 Tips to Dominate the Search Engines (1-2 hours)

If you have a website you know the biggest challenge is being found and getting your traffic. And as the old saying goes, if you're not on the first page of a Google search, you might as well be on the last as most people don't go beyond the first page of results. Search Engine Optimization or SEO is a complicated process that requires very specialized knowledge and training. Or you can check out this class to learn how it works, how you can either do it yourself or hire the right party to do it for you, and what steps you would need to take to improve your website's On-Site and Off-Site SEO ranking!

Direct Learning Objectives / In this session, you will learn how to.....:

1. Gain an understanding of what is SEO is and how it works and the challenges it entails
 2. List important steps you would need to take to address on-site optimization
 3. List important steps you would need to take to address off-site optimization
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Speaking/Instruction Topic List

Social Media Success in Just Minutes a Day! (1-4 Hours)

- Become a Social Media Superstar

Social media is changing our world and the way business is done and clients are earned. This session will show you how to come up with your own social media strategy and an overview of each major social media network (Facebook, Instagram, LinkedIn, Nextdoor, Pinterest, Twitter, Snapchat, etc.) so that you can pick which ones you fit you the best and how to do it all in less than 15 minutes per day.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate the growth & importance of Social Media on society, the business world & the real estate industry
 2. Identify the benefits, strengths & weaknesses of each major Social Media site so that you can identify which one(s) are right for your business & the kind of client you are trying to reach
 3. Identify the right tools & develop a time management plan that can be easily implemented to allow you to succeed in social media in just a few minutes a day.
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Speaking/Instruction Topic List

Cybersecurity, Legal, the Code of Ethics & Tech Risk Management

Cybersecurity: Protecting Your Business from Digital & Legal Threats (1-8 Hours)

- How Technology Can Ruin Your Real Estate Business

It is no longer a secret that with the proliferation of Wire Transfer Fraud, Listing Scams, and many other digital schemes, the real estate industry has become a major target for hackers and fraudsters. They realize REALTORS® are often involved in large transactions and gathering valuable information and typically don't have the proper training, tools, or resources to do so. In this session, you will learn how to assess what current cybersecurity weaknesses you may have, how to protect yourself and your clients with very easy to implement low tech solutions, and how to navigate several laws, NAR policies, and more to ensure you and your clients survive this perilous digital world.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for hackers and fraudulent digital schemes
 2. Identify how to protect your clients from cyber threats that target the real estate industry
 3. Demonstrate how to be compliant with the state & federal laws and NAR policies that can negatively impact your business and your clients
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Everything You Need to Know About Cyber Liability Insurance (1-2 Hours)

Most real estate professionals believe that if they are ever the victim of a digital crime such as being hacked and suffer a data breach or held for ransom, or have a client fall for a wire transfer scam that their Errors & Omission (E&O) or General Liability (GL) insurance will cover them. What if I told you that they won't help you at all in the digital/cyber world. In this session, you will learn what Cyber Liability (CL) insurance is, why you need it, how to pick the right policy, and more.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for hackers and fraudulent digital schemes
 2. Identify what Cyber Liability insurance is and why it has become so necessary in the real estate industry
 3. List steps you take in selecting the best Cyber Liability insurance policy
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How to Protect You and Your Clients from Wire Transfer Fraud (1-2 Hours)

Wire Transfer Fraud is the most prevalent and dangerous scam targeting the real estate industry. The sad reality is one bad click by a buyer can ruin a transaction and their financial livelihood. In this session, you will learn what wire transfer fraud is, how it works, how easy it is to dupe a buyer into falling for this scheme, and most importantly the steps you need to take to educate and protect your customers from falling for it.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for hackers and fraudulent digital schemes
 2. Identify how to indemnify yourself and protect your clients from wire transfer fraud
 3. List steps you should take to protect your business from wire transfer fraud
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Speaking/Instruction Topic List

Technology & the Law, the Code of Ethics and Fair Housing (1-8 Hours)

As a REALTOR®, from the day you get your license you are set up for failure in the Cybersecurity world because the Code of Ethics and state laws require the collection, proper storage, and eventual destruction of all communications and documentation related to your business. And seeing as you've probably never had any proper training on how to do this, you (and the real estate industry in general) have become major targets for hackers and fraudsters. Plus there are many other laws, articles in the Code of Ethics that can expose you and your clients' to potential dangers. In this session, we will explore how to navigate this complex digital world and provide you easy to implement solutions to protect yourself in the cyber world.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for hackers and fraudulent digital schemes
 2. Identify how to protect your clients from cyber threats and scams that target the real estate industry
 3. Demonstrate how to be compliant with the state & federal laws and NAR policies that can negatively impact your business and your clients
-

Top Apps, Tricks & Tech Tools for REALTOR Safety (1-2 Hours)

For some reason, a lot of criminals target real estate professionals with bad intent, and each year many around the country are physically attacked with often scary results. In this session, we will cover why they target REALTORS and provide you many apps, tricks, and tech tools that can help protect or even save your life.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for criminals and violent offenders
 2. Identify apps, tricks, and tools you can use to protect yourself from these dangerous situations
 3. List steps you should take to protect yourself if you are ever in a dangerous situation
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Top Scams Targeting the Real Estate Industry (1-2 Hours)

The real estate industry is constantly under attack by hackers, fraudsters, and other entities with malicious intent. In this session, we will explore some of the main scams targeting the real estate world including Wire Transfer Fraud, Listing Scams, Business Email Compromise (BEC) phishing, ADA Compliance of websites, and more, but most importantly how to protect you and your clients from these devious schemes.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate how the real estate industry has become a target for hackers and fraudulent digital schemes
 2. Identify how to protect your clients from cyber threats and scams that target the real estate industry
 3. List steps you should take to protect your business from industry scams
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Other Tech Risk Management Topics Include:

- **Calling All Parents: Top Apps & Tools to Monitor Your Kids in the Digital World**

Speaking/Instruction Topic List

Consumer Behavior & Trends

Working with Today's Hyper-Connected Consumer (1-4 Hours)

With the ubiquity of the Internet, Social Media, and mobile, you are now dealing with a consumer who has access to everything at any time, adept at doing their own research (sometimes to the point of being over-prepared &/or overwhelmed), has very little patience or loyalty compared to the customers of the past. In other words, they are the Hyper-Connected Consumer. In this session, we will explore what is causing these changes and more importantly provide you with proven techniques on how to set yourself up for success and meet their expectations going forward.

Direct Learning Objectives / In this session, you will learn how to.....:

1. Relate what are the major changes in today's consumers' behaviors and expectations compared to consumers of the past.
2. Identify what factors are causing the changes in today's consumers' behaviors and expectations.
3. Identify the best solutions to ensure you are meeting today's consumers' expectations and needs.

The Future of Real Estate Technology: (1-3 Hours)

AI, Big Data, Bitcoin, Blockchain, NextGen Homes, iBuyers, & More!

The real estate landscape is changing so fast, that it can be pretty scary to think about what the industry might look like tomorrow, let alone 10-15 years from now. In this session, technologist Craig Grant will take a look into his crystal ball and assess some emerging trends that are going to shake up &/or disrupt the real estate industry including 3-D Printing, Artificial Intelligence, Augmented & Virtual Reality, Big Data & Predictive Analysis, Bitcoin, BlockChain, iBuying, the NextGen Home, and more.

Direct Learning Objectives

1. Identify which technological advancements will impact the NextGen of home building and development
2. Identify which technology advancements & consumer behaviors will impact your job as a REALTOR
3. Relate which technology advancements & consumer behaviors will impact future marketing

Technology Education Camp (TEC) Event 2-4 Hours

The REBar Camp concept is hot right now because many REALTORS® have become complacent with the standard classroom learning environment with an instructor going through a PowerPoint presentation (not consuming alcohol ;)). Many REALTORS® have voiced that they would rather attend an EVENT and just learn. Well, TEC Camp attendees, much like REBar Camp attendees love the experience because they are:

- Fun and Informal
- Engaging
- Interactive
- Laid Back
- Informative
- Collaborative
- Unstructured

Your members dictate the topics they want to learn the day of the event!



Speaking/Instruction Topic List

Special Designation or Certification Training

Technology And Marketing Real Estate Certification (TAMREC) Program

Note: Event planner can choose a mixture of any of Craig's classes to build out their desired 2-day event

Everything about the real estate industry has changed over the last few years. On your end as a real estate practitioner, the tools of the trade and how you market and generate business are radically different than how REALTORS of the past operated. And with the ubiquity of the Internet, Social Media, and mobile, you are now dealing with a consumer who has access to everything at any time, adept at doing their own research (sometimes to the point of being over-prepared &/or overwhelmed), has very little patience or loyalty compared to the customers of the past. In other words, they are the Hyper-Connected Consumer.

In this 2-day Certification Training, we will explore what is causing these changes and more importantly provide you a road map to ensure you have all the best tools to run your business and proven techniques to ensure you are setting yourself up for success and exceed the expectations of today's consumer going forward.



- **NAR's ePro Certification 2- Day**
- **CRS Cybersecurity 8-Hour**
- **GRI Technology & Marketing Modules in several states**
- **Instructor Development Workshop for RAPDD, REEA, NAR, and several states**

Speaking/Instruction Topic List

**ARE YOU LOOKING FOR A DYNAMIC SPEAKER
TO TAKE YOUR EVENTS TO THE NEXT LEVEL?**

INTRODUCING  **CRAIG GRANT**



As his motto, "Advanced Technology Instruction at a Pre-K Level" states, one of Craig's key skills is the ability to take very complex technology, marketing & cyber security topics & explain them in a way that the average non-technical person can not only understand, but be able to go home & apply it to immediately improve their business.

So if you are looking for a speaker that will blow the minds of your members' with action-packed, fun & highly informative presentations, be sure to check out www.CraigGrant.info today.

Ways to Work with Craig

- Classroom or Webinar Delivery of 50+ Self Authored Courses
- Certified GRI, ePro & CRS Instructor
- Custom Course Content Creation (including GRI modules for 12 states)
- Instructor Development Trainings
- Association Technology Consultation Services
- And Plenty More!!



**Any booking in 2021 if you
commit by 12/31/20**



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