

*Eagle University™*  
*Texas Course Catalog – TREC MCE-Approved Classes*  
*First American Title, L.L.C. - TREC Provider #0535*

***Ipap® Course 1 – Mastering The Basics (TREC #03-00-105-26373)***

So you have an iPad or you are thinking of getting one. But what can a tablet PC like iPad really do? Somewhere between a laptop and an iPhone, the iPad offers some great benefits for real estate agents - IF you know how to unlock its powers. This class will show you many power tips on using the iPad to take your office mobile:

Which iPad to Buy, Wi-Fi vs. 3G/4G, Accessories for the iPad, Basic iPad Features and Navigation, Managing all Your Email Accounts, Contacts and Calendar, Camera and Video Tricks and Techniques, Manage Facebook and Twitter Remotely, Get Organized with Notes, Using Dictation for all Your Emails, Notes & More, Safari Browser Features and Limits, Wireless Printing with iPad, Top 10 Apps for iPad (most are FREE!)

***Ipap Course 2 – Creating A Real Estate Mobile Office (TREC #03-00-105-26372)***

This class will show agents how to extend their business to a truly Mobile Office by linking their office computer with iPad and iPhone. Topics include:

Video and Photography with your Mobile Office, Scanning Documents, Native Document, Photo and Video Sync Between iPad and iPhone, Using DropBox, Box and Google Drive Cloud Storage Technology, Creating and Sharing Office Documents, Filling out and Sharing PDF Documents, Remote Control of your Office Computer, Mirror iPad on a Projector or TV, Creating and Giving Presentations on iPad, Mirror iPad Wirelessly on Projector or TV with Apple TV, Wireless and Remote Printing, Miscellaneous Tips for Data Entry and Time-Saving Ideas

Prerequisite for this class: iPad basic class or good basic iPad skills

***Using Top Producer® For Real Estate (TREC #03-00-115-26497)***

Top Producer is one of the best-known and most powerful database managers for real estate agents. Properly used, Top Producer can assist a real estate agent in most aspects of their business, from lead generation to listings and closing management. This class will guide the agent through the basics of Top Producer and will give the agent a good foundation on which to build. Topics include:

Why Having a Database is Important, How to set up Top Producer for the First Time, How to Add Prospects and Clients into the Database, How to Search and Find Clients and Prospects, Scheduling Follow-ups, Introduction to Action Plans

***Using Blogs For Real Estate Marketing (TREC #03-00-115-26498)***

This class focuses on just one objective: Creating a Successful Real Estate Blog. Agents will learn how a blog works and how one can work for them. Highlights include:  
What a Blog is, Benefits of Blogging, How Blogging Brings Business, Where and How to

Publish, What to Publish, Blogging tips: What to Blog About, Integrating your Blog with Social Media, Adding Video to your Blog, Creating an Account with WordPress, Setting up your Profile and Options, Customizing your blog.

### ***Using Digital Photography For Real Estate (TREC #03-00-115-26499)***

In this class, you will learn to take professional real estate photos and learn the techniques and tools that will make your photos as good as the pros!

This course is great whether the student already owns a digital camera, or is thinking of buying one. Students will learn the major features of digital cameras, and what to look for in buying a camera. They will also learn tips on taking better pictures, learn about the different storage media, and how to choose the correct resolution for the task, such as uploading images to HARMLS.

Agents who already own a digital camera are encouraged to bring their camera to class!

### ***Using Video Marketing For Real Estate (TREC #03-00-115-26500)***

*Video and rich media is the newest frontier for real estate agents! Right now, the traffic on YouTube exceeds the traffic on Google! This class will teach agents first how to purchase a video camera, and will contrast the features of larger cameras with the newer pocket video cameras and smart phones. You will learn techniques for shooting good video for testimonials, neighborhood information, listings and more.*

*We will also show you how to edit and then deploy your videos to YouTube, Facebook, your website, email, blog and more! We will also cover how to create video emails to mass mail. This class will teach you how, with a very small investment, you can become a true media publisher. This is where real estate is going; don't be left behind!*

*Note: You may bring your digital camera, smartphone or video camera to the class.*

### ***Using Evernote® For Real Estate (TREC #03-00-115-26501)***

Evernote is a powerful program for keeping track of most everything you do and every note you make. Evernote runs on a PC, Mac, Android or Apple smart phones, tablets and iPads and even on Blackberry!

With Evernote, you can track any information at any time and that information is available across all of your devices as well. For example, you could report back to a client immediately from a property with photos and notes telling your client about inspections and repairs that have been completed. You will learn how to create To Do lists in Evernote, keep track of client needs, scan documents and photos as well as take pictures, all of which can be saved in Evernote and found in seconds anytime you need them. Evernote even recognizes words in hand written notes!

This course will get you proficient with all of the major features of Evernote, and show you how to streamline your Real Estate Business.

### ***Using Outlook For Real Estate (TREC #03-00-115-26502)***

This class is designed for agents who already have a pretty good grasp of the email features of Outlook. We will review many of the email features, but it will primarily be handled as an instructor-led review. This is still a very useful session, and agents should pick up some good email tips.

The bulk of the class concentrates on the Contact Management capabilities of Outlook, and we will relate most of what we cover to Real Estate Action Plans. Specifically, some of the topics we will cover include:

Creating and Managing Contacts, Categorizing Contacts, Group Emails with and without Distribution Lists, Managing Emails as To-Do's, Setting Calls, Appointments and To-Do's, Setting Recurring Activities such as Birthdays and Anniversaries, Creating Action Plans, Creating Phone Logs, Connecting all activities to the Contact Record

If you are pretty good with Outlook, but want to take your contact management to the next step, this class will impress you with all that Outlook has to offer.

### ***Using Social Media Marketing For Real Estate (TREC #03-00-115-26503)***

This course will look at the role that social media plays in your business. We will primarily explore Facebook, Blogging and Twitter, and the class will focus on topics and strategies for a successful social media campaign.

This class will also show agents how and why a Facebook business (fan) page can drive them more business and set them apart as experts in their field. Agents will also learn how to set up a Facebook Group, and learn the value of this powerful tool. The class will examine the best practices of social media as well as some of the "do not's".

Agents will also be shown the basics of how to set up a WordPress blog, and will receive tips on how to use their blog effectively. Finally, we will take a brief look at the value and use of rich media, such as video, in a real estate blog and on Facebook. You probably have some of the tools, but this class will show you how to build your marketing presence with social media!

### ***Contract to Close (TREC #03-00-105-26371)***

In this class, agents will get a complete understanding of the Escrow Process from contract to close. Participants will learn what Title Insurance is and how it relates to the closing process. We will go over what documents are required when opening title and why they are needed. This course will show you how to read a Title Commitment, Tax Certificate, Survey and HUD1 settlement statement.

### ***Business Planning For Real Estate (TREC #03-00-105-26401)***

Take your business to the next level with this 3hr class that focuses on your individual strengths and specific sales strategies. Implement Accountability and Tools that will allow you, not only to create but to execute a business plan that will differentiate you from your competition and leave you excited about the success and clear path that you will follow.

***Title Commitments A to D (TREC #03-00-115-26483)***

This course will focus on Schedules A, B, C and D of the Title Policy, what they mean to the REALTOR® and will show how to relate this information back to their customer. The course will discuss who is in the title, policy amounts, exceptions and restrictions to the policy, curative issues and more.

**TREC Legal MCE (TREC #03-03-125-26392)**

Course Description coming.....

**TREC Ethics MCE (TREC #03-03-125-26393)**

Course Description coming.....