

## **Paragon® Training: Core Skills for Every REALTOR®**

This course is designed to equip you with the essential skills to effectively use Paragon® MLS® as your primary business tool. Whether you're a beginner or looking for a refresher, this course provides step-by-step guidance to help you navigate and maximize the system's key features and functions.

What You'll Learn:

- How to access the Paragon® Residential MLS® system.
- Navigate the homepage efficiently.
- Utilize the search screen to its full potential.
- Manage and organize search results.
- View, email, and print reports with ease.
- Perform tax searches.
- Set up automatic notifications.
- Manage and maintain your contacts effectively.

This course is perfect for new users as well as experienced professionals who want to refine their skills and stay up to date with the Paragon® MLS® system.

## **Mastering Evaluation with Paragon®**

This course equips you with the skills to leverage Paragon® MLS for creating compelling Comparative Market Analysis (CMAs) that set you apart. A well-crafted CMA is your essential marketing tool, enabling precise property evaluations to guide your clients' buying or selling decisions.

With hands-on instruction, you'll learn to:

- **Evaluate market value** by comparing similar properties to the home your client intends to buy or sell using Paragon® MLS.
- **Navigate the CMA Preferences Wizard** step-by-step to build a streamlined CMA or an in-depth Marketing Packet, tailored to Detached and Attached properties.
- **Select and customize Comparables** by exploring creative methods for identifying properties, adding subject property details, and including photos.
- **Enhance presentation quality** with professional stationery, delivering reports via email, print, or PDF.
- **Create polished CMA presentations** that reflect your expertise and professionalism, using the Paragon CMA Wizard.
- **Access additional tools and resources** to optimize your Paragon CMA Preferences Wizard settings and manage multiple CMAs efficiently.

Whether you're crafting a simplified report or a comprehensive marketing packet, this course provides the knowledge and practical skills to create CMAs that impress clients and support informed decisions.

## **Unlock Paragon®: Advanced Tips**

In this hands-on session, we'll dive deeper into Paragon® to uncover tips and tricks that will help you work smarter and more efficiently. Whether you're looking to tailor your experience or optimize your workflows, this session is packed with valuable insights for power users.

- **Personalize Your Experience:** Learn how to customize grids and set up your preferences for a streamlined workflow.
- **Refine Your Searches:** Master how to edit criteria, utilize Listing Carts, and make full use of the Email & Collab Center.
- **Boost Client Management:** Efficiently manage your clients and listings with custom hot sheets and powerful reports.
- **Create Custom Reports:** Tailor reports to your needs, ensuring that you can provide clients with exactly what they're looking for.

## **Building Client Websites with Ease for Buyers in Paragon®**

This course equips you with the skills to set up personalized client websites for each Buyer.

As a Buyer's Agent, this tool allows you to share listings and other critical information with your clients through an online portal. You can also experience the portal from your clients' perspective to better understand their experience.

- **Set Up Collab Center Sites** for Buyers.
- Navigate the Collab Center as both a Client and an Agent.
- Utilize features like marking listings as "Favorite," "Possible," or "Reject," and create folders to organize and track properties.
- Access multiple saved searches through the Source dropdown menu.
- Configure **Agent-Recommended Searches** and perform Agent Previews.
- Organize listings into custom folders for better categorization.
- Learn how contacts can request showings directly through the platform.
- Add comments to communicate effectively with your clients.

### **WEBForms® when representing Buyers**

Attending this session will give you a head start on using the WEBForms® platform to streamline the buyer-side process and ensure you meet transaction deadlines with ease.

This cloud-based system is designed to simplify how you manage your buyer transactions from start to finish, making the process more efficient and organized.

- Transaction Kits for Buyers
- Personal Clause Library
- Transaction Templates
- Access to Up-to-Date Forms and Contracts
- Electronic Signatures
- Cloud-Based System
- Integration with MLS® Listings
- Form Management and Automation
- Task Management and Reminders
- Customizable Workflows
- Shared Access with Clients and Other Professionals
- Multi-Device Access

### **WEBForms® when representing Sellers**

WEBForms® offers a powerful set of tools for managing the seller-side of real estate transactions, streamlining workflows, and helping you meet deadlines with ease. In this session, learn how to setup & access the following:

- Seller-Specific Transaction Kits
- Personalized Clause Library
- Transaction Templates for Sellers
- Access to the Latest Forms and Contracts
- Electronic Signatures for Documents
- Cloud-Based Accessibility
- Integrated MLS® Listing Support
- Customizable Workflows for Sellers
- Task Management and Reminders
- Easy Collaboration with Clients and Professionals
- Multi-Device Access

## **Realtor's Guide to Fast & Secure Signing with AuthentiSIGN®**

This course is designed to help Realtors master electronic signing with AuthentiSIGN®. This e-signature tool ensures your transactions remain secure, up-to-date, and easily accessible for sharing from any location.

- **Seamless Electronic Signing:** Easily sign documents anytime, anywhere.
- **CREA Integration:** Enhanced WEBForms® experience for smoother transactions.
- **Flexibility:** Sign documents on the go, from any location, at your convenience.
- **Security:** Keep transactions secure and up to date.
- **Easy Sharing:** Documents are readily available and accessible for sharing.
- **Increased Efficiency:** Maximize your time by eliminating the need for printing and driving across town for signatures.
- **Paperless Workflow:** Move towards a paperless, organized, and more efficient "virtual" real estate office.
- **Cost & Time Savings:** Save money and time by reducing manual paperwork and travel.

## **AUTOPROP 101: Master the Data Platform**

**AUTOPROP** is a powerful software tool that streamlines the process of gathering real estate data from multiple sources, helping you quickly find the information you need to assist your clients more efficiently. Join this session to get a head start on mastering this platform.

- Access BC Assessment data
- View lot size, width, depth, and elevation
- Explore municipal zoning information
- Review land use plans
- Find development project details
- Understand school catchment areas
- Integrate with your **myLTSA** and **Commercial Edge** accounts
- **Create Detailed Reports** to Impress Clients: Generate professional, easy-to-read reports covering key property insights, perfect for presentations and client consultations.
- **Easy Export Options:** Quickly export data and reports for presentations or client consultations.
- **Automated Updates:** Stay informed with regular updates to data sets, including new municipal zoning changes and development projects.
- **Comprehensive Coverage:** AUTOPROP covers all of BC, including **commercial, residential,** and beyond providing you with a complete view of the real estate landscape.

## **Streamlining Real Estate : Tools to Stay Connected and Competitive**

Join this session designed to enhance your mobility and efficiency in the real estate business. Discover cutting-edge tools, resources, and websites that empower you to provide top-tier service on the go:

- **City GIS Sites:** Learn how to access and utilize geographic information systems to deliver location-based insights.
- **Touchbase SM2:** Familiarize yourself with setup and usage to streamline communication and scheduling.
- **SentriKey RE:** The SentriKey® Real Estate app and Software system gives Sentrilock real estate professionals a competitive advantage when it comes to property access management.
- **Builder & Home Information:** Easily check new home warranty status, builder licensing, and owner-built status when applicable.
- **Advanced Analytics:** Master generating and sharing statistical reports to engage clients via your website or social media.
- **HomeSpotter®:** Explore this powerful third-party app integrated with Paragon®, designed for seamless client engagement.

Become a mobile-savvy expert who impresses clients with insights, tools, and data at your fingertips. Elevate your ability to advise, present, and close deals with confidence!

## **Digital Tools for SELLERS Agents**

In real estate, being mobile and having access to information anytime, anywhere, is essential. The ability to access files, contracts, documents, and data on the go not only offers more flexibility but also boosts productivity and provides peace of mind. This empowers you to serve your clients professionally and efficiently. NOTE: this list of apps is not exhaustive, and the tools covered will be regularly updated. Join this course to learn how to become a paperless Listing Agent!

- Cloud Storage Tools
- Presentation Tools
- Voice Recording Tools
- PDF Annotation Tools
- Content & Design Tools
- Open House Apps

## **Digital Tools for BUYERS Agents**

This course is designed to help REALTORS embrace mobility by utilizing tools and technology that can optimize their business, marketing systems, and processes.

By the end of this webinar workshop, participants will gain a deeper understanding of the tools available to REALTORS® as a Buyer's Agent in the mobile world.

Join us to learn how you can be a paperless Buyer's Agent and enhance your client service with mobile solutions!

- Cloud Storage Tools
- Buyer's Tour
- PDF Annotation Tools

## **Buyer's Tour using Cloud CMA**

Learn how to set up live or PDF buyer tours using Cloud CMA – dynamic reports that enhance MLS® data to give your clients a clearer view of the properties they're considering. Live buyer tours have become one of the most popular report types in Cloud CMA!

- **Customizable Tour Creation**
- **Live Buyer Tours**
- **Organized Showings**
- **Driving Directions and Time Estimates**
- **Property Feedback**
- **Mobile-Friendly**
- **Interactive Property Details**

By following these steps, you can create an engaging and informative Buyer Tour that enhances the experience for your clients and helps you close deals more effectively.

## **Cloud CMA: Mastering Comparative Market Analysis (CMA)**

Cloud CMA is a powerful online tool designed to help real estate professionals create dynamic and visually appealing Comparative Market Analysis (CMA) reports. This course will guide participants through the features and functionality of Cloud CMA, enabling them to produce professional-grade marketing materials for both buyers and sellers.

- Understand the importance of CMAs in pricing strategies and decision-making.
- Learn how to effectively generate accurate and comprehensive CMA reports with Cloud CMA.
- Explore customization options for reports, including adding personalized branding, agent details, and property images.
- Discover ways to incorporate client testimonials, pricing strategies, and market insights into presentations to make them compelling.
- Gain proficiency in sharing CMA reports and presentations digitally, making them easy to deliver to clients on-the-go.
- Explore how to integrate Cloud CMA with MLS systems and other real estate tools for streamlined workflow and data accuracy.

Whether you are new to Cloud CMA or looking to enhance your skills, this course will empower you to create visually striking and informative CMA reports and listing presentations that help win clients and close deals.

## **Transform Your Real Estate Practice with ChatGPT**

In this course, you'll learn how to use ChatGPT, an AI tool, to improve your real estate business. From answering client questions automatically to creating property descriptions, you'll see how AI can save you time and help you work more efficiently. Sign up and discover practical ways Real Estate Agents can use ChatGPT, with real-world examples.

- Understand how ChatGPT works and what it can do.
- Learn how AI can help you in your real estate tasks.
- See how AI can help you make better business decisions.
- Learn how to stay compliant with industry rules when using AI.
- Create a simple plan to start using ChatGPT in your real estate business.

## **Tech Tools to enhance your Business!**

This course is specifically designed to provide real estate professionals with expertise to effectively utilize **AI tools & Apps** in their business. Participants will dive deep into a variety of AI applications that can be used for the real estate industry, learning how to integrate these powerful tools to elevate customer experiences, streamline operations, and drive business efficiency.

- HouseSigma
- Gamma.AI
- Canva
- Synthesia
- Secta.AI
- BIGVU.TV
- Zapier
- Captions

## **Cybersecurity Fundamentals for Real Estate Agents**

As the real estate industry continues to embrace digital technologies, the importance of robust cybersecurity measures has never been more urgent. This in-depth course is designed to equip real estate professionals with the essential knowledge and skills to protect digital assets, sensitive information, and client data from ever-evolving cyber threats.

- Understanding Cyber Threats and Their Impact
- Securing Digital Transactions and Online Communications
- Safeguarding Client Data and Ensuring Privacy
- Protecting Real Estate Software and Digital Platforms
- Developing Strong Password and Authentication Policies
- Recognizing and Preventing Phishing Attacks
- Ensuring Mobile Device Security
- Building Effective Incident Response and Recovery Plans
- Navigating Cybersecurity Compliance in Real Estate

## **Canva for Real Estate Professionals – Part 1**

This course helps real estate professionals harness Canva for creating impactful marketing materials. In Part 1, you'll learn:

- **Navigating Canva:** Understand the interface and basic tools of Canva.
- **Customizing Templates:** Learn to personalize templates for social media, flyers, business cards, and more.
- **Designing Marketing Materials:** Create professional flyers, social media graphics, and branding elements.
- **Practical Application:** Gain hands-on experience with creating real estate-specific materials.
- **Professional Branding:** Maintain consistency across your marketing assets.
- **Create Engaging Videos & Animations:** Learn how to design animated graphics and video content for property listings, open houses, and social media.
- **Design Interactive Digital Brochures:** Master the creation of interactive, clickable PDFs and brochures for digital distribution.

By the end of this course, you'll be equipped to design eye-catching content that enhances your real estate business.

## **Canva for Real Estate Professionals – Part 2**

Part 2 of this course takes your Canva skills to the next level, focusing on advanced techniques and tools for real estate marketing. In this module, you will:

- **Advanced Branding Techniques:** Build a consistent brand identity with custom templates, **Brand Kits**, and cohesive design strategies.
- **Magic Studio Tools:** Explore Canva's **Magic Studio** to generate creative designs quickly and enhance your content with AI-driven features.
- **Folder Management:** Learn how to organize and manage your designs effectively using **folders** for better collaboration and workflow.
- **Bulk Design Features:** Take advantage of **bulk editing** tools to create multiple marketing materials at once, saving time and increasing productivity.
- **Utilize Canva Pro Features:** Unlock the full potential of **Canva Pro**, including access to premium elements, advanced editing tools, and team collaboration.
- **Marketing Automation:** Explore how to schedule and automate your designs for consistent marketing.
- **Leverage Canva Apps:** Discover Canva's mobile apps and explore how you can create and edit designs on the go with the **Canva mobile app** and other helpful tools for real estate marketing.

By the end of Part 2, you'll be equipped to create dynamic marketing assets, streamline your design process, and implement automation to elevate your real estate marketing strategy.