



Guide to Course Delivery

Where can I find information on Performance Management Network Designation courses?

Visit www.wcr.org/pmnd.html for information on the PMN Designation, PMN courses and a link to the PMN schedule.

Who do I contact to officially schedule a Performance Management Network Course?

To officially schedule a course, contact Dawn Headtke, Business Development Manager at Business Specialties Group- BSG (REBAC). You can reach her at 312-329-8488 or dheadtke@realtors.org.

For questions on the process of hosting a course or on the PMN Designation, course content or instructors contact WCR's Education Department at 800-245-8512 or education@wcr.org.

How does my chapter or group become eligible to host a Performance Management Network Course?

To become eligible you must hold a Single Program Provider License or you must partner with someone who holds a provider license through the Business Specialties Group of NAR. The following groups are eligible to purchase a provider license:

- Local WCR Chapters
- State WCR Chapters
- Local REALTOR® Associations
- State REALTOR® Associations
- Real Estate Schools

A Single Program Provider License will allow you to offer one or more of the PMN Designation courses as many times as you'd like for one calendar year. This license costs \$1,000 annually and is renewable for a fee of \$500 in subsequent years.

To significantly reduce the cost of hosting a course, we highly recommend that you partner with a group who already holds a license. This may be a local association or your State Chapter. For information on who holds a license in your area, contact Dawn Headtke, Business Development Manager at BSG (REBAC). You can reach her at 312-329-8488 or dheadtke@realtors.org.

How does my chapter find a qualified instructor to teach our course?

The success of your course depends heavily on the quality of the instructor!

The Business Specialties Group will provide you with a list of accredited instructors, but *WCR highly recommends that you contact the National WCR office at 800-245-8512 when making your instructor selection.*

You may also elect to use your own instructor. Remember that instructor certification is required. To use someone not already certified, the instructor must attend an Instructor Training Session. These sessions are

typically offered three times a year, including the Midyear Meeting and the National Conference, in various locations depending on the course. If you are using your own instructor, it is important to plan your course 6 to 12 months in advance to ensure plenty of time for certification.

If you have any questions on choosing an instructor, please contact the WCR Education Department at 800-245-8512.

Where do I get the student materials for our course?

Once you have scheduled a course, you will be given access to a Course Provider Web Page. On this page, you will find all of the materials you will need. All items are down-loadable, including course descriptions and outlines, customizable course advertisements, course presentations, student materials and instructor materials. *As a course provider, you are responsible for duplicating and providing sufficient quantities of course materials for all students. We recommend using 3-hole paper and an inexpensive 1" 3-ring binder.*

How do we market our course?

Once you have scheduled a course, customizable course advertisements will be made available to you on the Course Provider Web Page. You simply download, customize, print and your materials are ready to go. *Your course will also be promoted on www.coursecalendar.com (accessible through a link on the WCR Web site).*

Expand your horizons! Your course is an excellent recruiting opportunity. Be sure to market to ALL real estate agents in your area, not just WCR members.

Aside from the Single Program Provider License, what are my chapter's financial responsibilities?

You will be responsible for submitting a "**student royalty fee**" for each registered participant within 10 days of course completion. The fee should be sent to BSG (checks made payable to REBAC) and the funds will then be turned over in full to WCR. *Remember that your students will not receive credit for the course until the royalties are paid in full.*

Other financial responsibilities include:

- Marketing expenses
- Instructor fees
- Instructor travel expenses
- Course room rental fees
- A/V equipment
- Refreshment breaks
- Duplication of student materials

What are the tasks involved in providing a designation course?

- Selecting and contacting an accredited instructor, negotiating teaching fee and assisting with instructor travel arrangements if necessary
- Selecting and securing a suitable course location; including course room reservation, a/v order and refreshment order
- Setting the student registration fee
- Marketing the course; including personalizing, duplicating and mailing the provided advertisements
- Student registration; including processing payments and providing confirmation
- Duplicating student materials in sufficient quantities for all students
- Overseeing course delivery; including room set-up, signing-in students, assisting instructor if necessary, collecting sign-in sheets, evaluations and student data forms
- Returning all necessary paperwork to BSG after the course; including sign-in sheets, evaluations, Student Data Forms and royalty payments within 10 days of course completion. *Students will not receive course credit until items have been submitted.*

Steps for Hosting a Performance Management Network Course

Initial Planning

1. **Choose a designation course and date.** At this time, you may choose between *Effective Negotiating for Real Estate Professionals*, *Networking & Referral Systems*, *The Business of Your Business: People, Planning, Money & Management* or *Harnessing the Power: Skills Based Performance Management*. Check out the PMN schedule at <http://www.coursecalendar.com> to ensure that there is not another course being offered in your area while selecting a date.
2. **Secure a Provider License.** Make Partnership arrangements with someone who holds a license or purchase a Single Program Provider License of your own. For information on who holds a provider license in your area, contact Dawn Headtke, Course Manager at Business Specialties group. You can reach her at 312-329-8488 or dheadtke@realtors.org
3. **Choose an instructor.** *This will be the most important decision you will make for the success of your course. Please contact the National WCR office for assistance in making your decision.*

BSG can provide you with a list of accredited instructors or you can choose your own. To use someone not already certified, the instructor must attend an Instructor Training Session. These sessions are typically offered three times a year, including the Midyear Meeting and the National Conference, in various locations depending on the course. If you are using your own instructor, it is important to plan your course 6 to 12 months in advance to ensure plenty of time for certification.

4. **Contact your selected instructor.** You will be responsible for securing a date, negotiating and paying the instructor fees and assisting them with their travel arrangements if necessary. You must be able to provide a clean and safe hotel and a per diem for meals.
5. **Choose a course location.** You will be responsible for making all arrangements including course room reservation, a/v equipment, refreshments, etc.

Preparing for the Course

As a licensed course provider, you will be given access to a Course Provider Page. If you are using another group's license, you must get the access information from the group. On this page, you will find course descriptions and outlines, student materials, instructor materials, course presentations and customizable advertising materials.

1. **Market your course.** It is best to begin at least six months before the course date. Use the customizable advertisements made available to you on the Course Provider Page. You will be responsible for printing and postage fees. Your course will also be posted on www.coursecalendar.com (accessible through a link on the WCR Web site).

Expand your horizons! Your course is an excellent recruiting opportunity. Be sure to market to ALL real estate agents in your area, not just WCR members.

Information that you may want to include in your marketing materials:

- *Effective Negotiating for Real Estate Professionals* and *Harnessing the Power: Skills Based Performance Management* are approved for elective credit in the ABR Designation.
 - *Networking and Referral Systems* is approved for elective credit in the NAR's Resort & Second-Home Property Specialist (RSPS) designation.
 - Having your course approved for Continuing Education adds to the success of the course. If you have the course approved, be sure to include this in your marketing materials. Be sure to be specific, (eg. "Earn 6 hours of elective credit in California. Those living in other states must contact their real estate commission to inquire about reciprocal credit.")
 - You can earn credit in the CRB and CIPS Designation for being a current PMN Designee.
2. **Apply for CE.** If you would like your students to be able to earn CE for your course, do not forget to apply. Contact your real estate association for deadlines and to find out what is involved. You will find the materials necessary, including timeline and course description, on the Course Provider Page. Make sure to check with your WCR State Chapter to see if they have already secured CE credit for your course.
 3. **Download student course materials** and duplicate for course delivery two weeks before the course. Make sure the copies are clean, clear and professional. We recommend using 3-hole paper. You can bind the course materials in an inexpensive 1" 3-ring binder. We recommend printing the cover in color. Remember that you are responsible for maintaining WCR's professional image.
 4. **Maintain contact with your instructor** to ensure that they have the details needed to get to your city and find the hotel and course location.
 5. **Maintain contact with the course location.** Be sure that all arrangements are secure for the course day.

Day of the Course

1. **Arrive at the course site at least one hour before the course begins.** Ensure that room is properly set-up and that a/v equipment is tested and ready to go.
2. **Have sign-in materials and student materials ready.** This will include the student manuals, Student Data Forms and sign-in sheet.
3. **Collect sign-in sheets, evaluations and Student Data Forms at the end of the course.** Return these to BSG with the "per student royalty fees" within 10 days of course completion. *Your students will not receive credit until all royalty fees are paid in full.*