

2019

# WRA BUSINESS SERVICES

FOR REAL ESTATE PROFESSIONALS

# Power Up on Smart Home Technologies

CRS COURSE | APRIL 9, 2019 | 8:30 a.m. - 5:00 p.m.

Gain knowledge and skills to advise your client on the proper valuation of smart home technologies

## CRS ONE-DAY COURSE

What qualifies as a "smart home," and do you have the knowledge and skills to advise your clients on the proper valuation of smart home technologies? What are the common security and legal considerations with buying and selling smart homes? In this CRS course, you'll find out the answers to those questions and dive deep into the topics of smart home technology in relation to real estate marketing strategy, security considerations and more.

### Who should attend

This could will benefit anyone working in the real estate industry regardless of REALTOR® membership or interest in earning the CRS designation.

### At a glance

- ✓ **Why smart homes:** Internet and smart home growth and trends, smart cities, consumer behavior, buyer/seller demographics and more.
- ✓ **All about technology:** Categories of smart home device types, such as security systems, lighting, temperature control, appliances and more.
- ✓ **Marketing a smart home:** Angles of promotion of smart home technology, using smart home technology to aid with aging in place, and grabbing the smart home niche in your market.
- ✓ **Security and ethical concerns:** Recordings of showings, disclosures of smart home monitoring, and ethical considerations with smart home technologies.
- ✓ **Closing and conveying:** Directions and advice for sellers upon closing, the buyer/seller handoff of a smart home and more.

### Course takeaways

You'll walk away from this course prepared to do the following:

- ✓ Identify what is needed for a house to be considered a smart home.
- ✓ Apply promotional ideas to make a house stand out as a smart home.
- ✓ Apply marketing ideas to your business and stand out in the market.
- ✓ Assess the value of smart home features.
- ✓ Address security issues when selling/buying smart home technologies.

## FEES

Course fee	Through 3/25	After 3/25	ATD
WRA member	\$145	\$155	\$175
Nonmember	\$160	\$170	\$190
Broker Club company discount: \$25			

RRC members: Call the WRA to receive a \$20 discount.

**Course length:** One day, 8:30 a.m. - 5:00 p.m.

**Live location:** WRA headquarters in Madison

### Webcast locations:

- ✓ Eau Claire: REALTORS® Association of Northwestern Wisconsin
- ✓ Kenosha: Southshore REALTORS® Association
- ✓ Mosinee: Central Wisconsin Board of REALTORS®
- ✓ Sheboygan: Sheboygan County Board of REALTORS®
- ✓ Woodruff: Northwoods Association of REALTORS®

**Instructor:** Matthew Rathbun

**Credits:** This course qualifies for 8 CRS credits, one GRI live elective credit and is submitted for 2019-20 CE credit.

**Lunch sponsor:** Knight Barry Title Group

This course is also part of the new RRC Smart Home Certification package.

Learn more and register: [wra.org/CRS](http://wra.org/CRS)

### Meet your instructor: Matthew Rathbun



Matthew Rathbun is a veteran instructor with a unique blend of geekiness, humor and an in-depth knowledge of the practice of real estate. Matthew is the executive vice president of a large, multi-office firm in Virginia and has served in various capacities at the local, state and national levels of the National Association of REALTORS®.