



CHERYL KNOWLTON, CSP, CDEI, DREI

CEO and Chief Energy Officer
Certified Speaking Professional
Keynote Speaker
Author
Expert Witness
Certified Fascinate Advisor
Certified Enneagram Coach
Certified Virtual Presenter
Distinguished Real Estate Instructor
Certified Woman Owned & Woman Controlled Business
Host of the Popular Podcast Magnifying Brilliance



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What amazes me about Cheryl is the passion, enthusiasm, and energy that she brings to each and every talk. What Cheryl delivers is not just content, it is an experience. Cheryl delivers WOW!

Darryl Davis, CSP

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IGNITE THE FIRE OF LEARNING



ON A PERSONAL NOTE

I began speaking at an early age and have never stopped (just ask my husband). As a 24 year veteran of the real estate and mortgage industries, the educational process is my avenue where I engage with my peers and students in order to help them make sense of the changing landscape of real estate. My goal is to help licensed professionals expand their minds, uncover possibilities, and then apply that knowledge in their personal and professional lives. I hold 17 NAR designations and certifications and teach most of those courses as well. I have spoken in 28 states since 2011. I am a pre-licensing instructor in Utah, as well as the creator and designer of two Utah real estate prelicensing schools. I am continuing education instructor in numerous states throughout the country and have been since 2005.

I am obsessed with raising the bar of professionalism for today's real estate professional. I look forward to working with you either as a keynote speaker, course provider, workshop, facilitator, consultant, or as a resource to ignite the fire of learning for your next event!!!

ABOUT CHERYL KNOWLTON, CSP, CDEI, DREI

Expert Witness

Curriculum Development

Author

CEO

Associate Broker with Century 21 Everest Realty Group

ABR, AHWD, BROR, CRB, e-PRO®, GREEN, GRI

MRP, PMN, PSA, RENE, RSPS, SFR, SRES, SRS

Association Affiliations

National Speakers Association (NSA)

National Association of REALTORS® (NAR)

Real Estate Educators Association (REEA)

Women's Council of REALTORS (WCR)

Cheryl Knowlton is the CEO & Chief Energy Officer of Dynamite Productions, Inc.

A 24 year veteran of the real estate and mortgage industries, Cheryl works with real estate professionals who want to increase confidence through compliance and elevate their expertise through education. Cheryl is a proud member of the National Speakers Association and holds the highly coveted Certified Speaking Professional (CSP) Designations as well as the Distinguished Real Estate Instructor (DREI) Designation, given by the Real Estate Educators Association. She also holds fifteen Designations and Certifications bestowed by the National Association of Realtors.

A record breaking recruiter, licensed broker, real estate sales and mortgage expert, Cheryl specializes in enthusiastically empowering excellence by consistently delivering highly engaging, timely and relevant content. Cheryl's programming ensures that today's real estate licensees and brokers leave with the tools they need to hit the ground running to raise the bar of professionalism in the real estate industry.

When she is not taking up temporary residence in a Disney theme park, Cheryl is traveling the country speaking to state and local associations of Realtors, as well as sharing her energetic expertise with international brands and franchises, independent companies, and state regulatory agencies.



CHERYL KNOWLTON, CSP BIO

Cheryl Knowlton is the CEO and Chief Energy Officer at Dynamite Productions, Inc., a Certified Woman-Owned Company, and consulting firm that helps people discover who they truly are, so they can communicate with others in an entirely new way, lean into their strengths, and elevate excellence in every area of their lives.



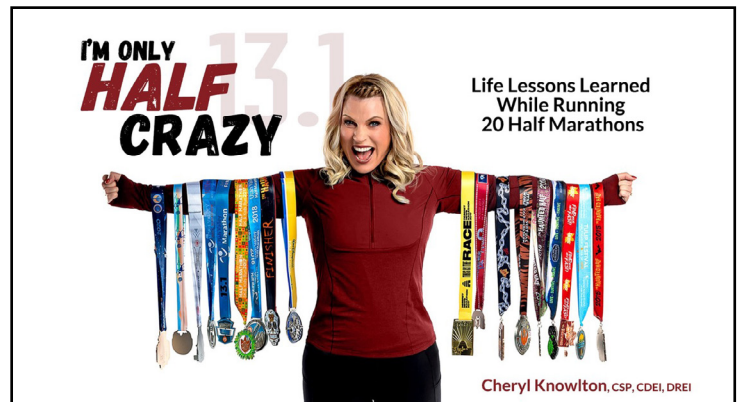
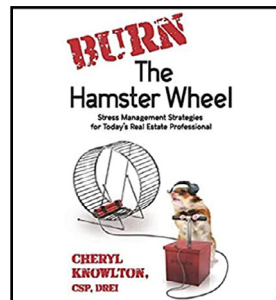
As a high energy speaker igniting brilliance, Cheryl can bring the party to any event! Her strengths as an Activator, Achiever, Positivity, Communicator, and Woo make her a real estate industry superhero - faster than a speeding bullet, more powerful than a locomotive, able to leap tall buildings in a single bound! Well, maybe not that last one, but you get the idea.

Cheryl has been in the real estate and mortgage industry since 1999 and has been an Associate Broker since 2014. Creator and author of two Utah real estate pre-licensing schools, she is also a Certified Fascinate Advisor®, a Certified Enneagram Coach, and a Certified Speaking Professional (CSP), which is the highest earned award bestowed by the National Speakers Association (held by fewer than 17% of all speakers). Cheryl also creates and delivers real estate compliance content in a fun and engaging way, so you can learn without wanting to tear your hair out.

She is currently the President of the Mountain West Chapter of NSA and has authored three books: *Burn the Hamster Wheel: Stress Management Strategies for Today's Real Estate Professional* and *I'm Only Half Crazy: Life Lessons Learned While Running 20 Half Marathons*, and *The 246 Things That Can Go Wrong in a Real Estate Transaction*. Cheryl is also the host of the popular podcast *Magnifying Brilliance*.

Cheryl's timely and relevant message spans all industries. Her blend of high energy and inspirational content, combined with funny and engaging life experiences in her keynotes, means that audiences leave feeling energized, excited, and ready to conquer the world (or at least their to-do list).

A California Girl, Cheryl now lives in Utah with her husband, her 13 grandchildren, and her dog, Scooby Doo. When she is not traveling and speaking, Cheryl can usually be found running another half marathon or enjoying the magic of a Disney Theme Park (yes, she's a kid at heart). If you're lucky, you might even catch her doing both at the same time!



CLIENT LIST – PARTIAL



- @Home Realty Network
- Alabama Real Estate Commission
- Albuquerque Association of REALTORS®
- Arizona State Association of REALTORS®
- ARTI Academics
- Board of REALTORS® – Cache Rich, Carbon/Emery, Salt Lake, Sawtooth, Tooele & Wichita
- Century21 Everest Realty Group
- Certified Residential Specialists – Utah Chapter
- Citywide Home Loans
- Countrywide Wholesale Division
- Denver Apartment Association
- ERA Brokers Consolidated
- ERA Global Franchise Systems
- Florida State Association of REALTORS®
- Greater Las Vegas Association of REALTORS®
- Helena Association of REALTORS®
- Idaho Association of REALTORS®

- Idaho Division of Real Estate
- Iron County Association of REALTORS®
- Kanahwa Valley Association of REALTORS®
- Kansas Association of REALTORS®
- Kansas Division of Real Estate
- Keller Williams South Valley & Westfield
- Knoxville Association of REALTORS®
- Louisiana Division of Real Estate
- Media One Real Estate
- Michigan State Association of REALTORS®
- Montana State Association of REALTORS®
- National Association of REALTORS®
- National Women's Council of REALTORS
- North Dakota Association of REALTORS®
- Northern Wasatch Association of REALTORS®
- Ohio Association of REALTORS®
- Oklahoma Association of REALTORS.
- Osmond Real Estate
- PPMCON
- Praedo Real Estate Academy
- Prudential Utah Elite
- Real Estate One Group
- REALTORS® Association of New Mexico
- RE/MAX
- South Dakota Association of REALTORS®
- Stringham Schools
- Summit Realty
- Tennessee Association of REALTORS®
- Texas Association of REALTORS®
- Triple Play
- Universal Mortgage
- Utah Chapter CRS
- Utah County Association of REALTORS®
- Utah Division of Real Estate
- Virginia State Association of REALTORS®
- Wisconsin State Association of REALTORS®
- Women's Council of REALTORS® - Utah State, Northern Utah, & Utah County Chapters



SALES SESSIONS

The Art of Authenticity: Creating Client Connection Through Powerful Storytelling

As human beings, our brains are hard-wired for story. Storytelling is a powerful tool that can be used to build stronger connections with clients in the real estate industry. In this course, we will explore the art of storytelling and provide strategies for using narrative techniques to connect with clients on a deeper level. Through a combination of examples (of what to do, AND what not to do), case studies, and interactive exercises, you will learn how to use storytelling to build trust, convey complex ideas, and create a memorable client experience.

Creating Magic: Leadership Lessons From Disney

What does it take to be a great leader today? How do we lead both new and experienced agents through pandemics & political landmines? In this fast paced and interactive course, agents will hop on the good LEADERSHIP and sail the 7 C's of Success. These include: clarity around our values and our vision, creating a collaborative culture of communication, leading with courage, confidence, competence, consistency, & curiosity!



The Importance of Emotional Intelligence in Sales: How to Build Stronger Client Relationships with Clients

What in the world is Emotional Intelligence? Emotional intelligence is a crucial skill for sales professionals, particularly in the real estate industry, where building strong relationships with clients is key to success. In this course, we will explore the importance of emotional intelligence in sales and provide strategies for developing this essential skill. Through a combination of lectures, case studies, and interactive exercises, you will learn how to improve your emotional intelligence and build stronger, more productive relationships with your clients.

Marketing for Real Estate Agents: From Boring to Booming!

Are you tired of boring marketing strategies that leave you feeling like a sleep-deprived zombie? Well, wake up and smell the coffee, because this course is here to inject some life into your marketing game! In this course, we'll show you how to turn your marketing from boring to booming, using humor, creativity, and a touch of crazy. Get ready to have some fun and unleash your inner marketing genius!

Overcoming Objections: 10 Ways to Handle Common Sales Challenges & Close More Real Estate Deals

Sales objections are common in the real estate industry and can often prevent sales professionals from closing deals. In this course, we will explore the most common sales objections in the real estate industry and provide ten proven strategies for overcoming them. Through a combination of lectures, case studies, and interactive exercises, you will learn how to handle objections with confidence and close more real estate deals.

STAND OUT: The Power of Personal Branding in a Crowded Marketplace

In today's crowded marketplace, it's more important than ever to stand out from the competition. This course will explore how personal branding can help you differentiate yourself from your competitors and establish a unique identity in your industry. Through a combination of interactive exercises, we will explore the essential strategies and techniques for building a strong personal brand that sets you apart from your competition.





Cheryl did a great job providing us with the information needed to succeed not only in our business lives but helped us to look at situations in many different ways, showing us there is always more than one way to get to the finish line. She taught us how to light up a room with a positive outlook, body language and eye contact. I would not hesitate to invite Cheryl back for any of the great topics she has to share. She will ROCK YOUR WORLD!!

Lori Fleming, CRS, GRI, e-PRO®, Associate Broker, Century 21, Golden Spike Realty



RISK MANAGEMENT SESSIONS



The 6 Federal Laws Every Agent Must Know

This course covers the six federal laws that every real estate professional must know: TRID, Anti-Trust, Lead-Based Paint, Do-Not-Call, ADA, and Fair Housing. Participants will learn practical strategies for ensuring compliance with federal regulations and how to apply them to real estate transactions.

By the end of the course, real estate agents will have a deep understanding of these federal laws and the strategies necessary to ensure compliance, protecting their clients' interests and avoiding potential legal issues that could harm their reputation and financial stability.

10 Ways to Avoid Mortgage Fraud (and Prison)

A critical training for real estate professionals who want to avoid the risks of mortgage fraud. The course covers the top 10 ways to identify and prevent mortgage fraud, including red flags, fraudulent schemes, and legal and ethical considerations. Participants will learn how to identify and prevent fraudulent activities, including mortgage fraud, straw buyer schemes, and false statements on loan applications. They will also learn how to stay compliant with federal and state regulations, including the Anti-Money Laundering (AML) requirements. The course explores the legal and ethical implications of mortgage fraud and how to protect clients' interests. Participants will learn how to develop an ethical culture and how to report any suspicious activities. Through expert instruction, real-world case studies, and interactive exercises, participants will gain the knowledge, skills, and tools they need to comply with legal and ethical requirements and avoid the risks of mortgage fraud. This course is essential for real estate professionals who want to operate with integrity and transparency and provide accurate and valuable information to clients while avoiding legal and ethical violations.

The 246 Things That Can Go Wrong in a Real Estate Transaction

Holy cow!! You know that real estate transactions can be complex and multifaceted, and there are many pitfalls that can derail even the most well-planned deals. BUT! Did you know - there are 246 Things that can go WRONG??? In this course, we will explore the 246 things that can go wrong in a real estate transaction and provide strategies for creating awareness and then avoiding these common pitfalls.

Through a combination of interactive exercises and case studies, we will learn about the most common issues that arise in real estate transactions, including legal and regulatory compliance, financing challenges, property condition and inspection issues, and so many others. You will gain a deep understanding of each of these potential challenges and learn how to anticipate and mitigate them to ensure a smooth and successful transaction.



Codefied: A Deep Dive into the Code of Ethics

a comprehensive course designed for real estate professionals who want to deepen their understanding of the National Association of Realtors (NAR) Code of Ethics. The course explores the fundamental principles of the Code of Ethics, including fiduciary duties, fair housing laws, and ethical business practices. Participants will learn how to apply the Code of Ethics to their day-to-day operations, including client communication, advertising, and transactions. The course will cover the ethical implications of current industry trends and emerging technologies. Participants will also learn how to handle ethical dilemmas and how to report Code of Ethics violations. Through expert instruction, real-world case studies, and interactive exercises, participants will gain the knowledge, skills, and tools they need to operate with integrity and professionalism. By the end of the course, participants will have a deep understanding of the Code of Ethics and be able to apply it to their work to protect their clients' interests and maintain the highest standards of professionalism. This course is perfect for real estate professionals who want to build their reputation as ethical and trustworthy practitioners and stand out in a competitive industry.

Danger Zones: The Intersection of Advertising and Fair Housing Law

Danger Zones: The Intersection of Advertising and Fair Housing Law" is a crucial real estate course that addresses the critical intersection of advertising and fair housing laws. This course is ideal for real estate professionals, including agents, brokers, and marketers, who want to ensure that their advertising strategies are compliant with fair housing laws.

The course begins by examining the fundamental principles of fair housing laws and how they apply to advertising. Participants will learn about protected classes, discriminatory advertising practices, and the legal and ethical implications of non-compliant advertising.

Elevated Excellence: Raising the Bar of Professionalism

"Elevated Excellence: Raising the Bar of Professionalism" is an innovative and comprehensive real estate course designed to elevate the skills and professionalism of real estate professionals. This course is perfect for real estate agents, brokers, and other industry professionals who want to take their careers to the next level. Through this course, participants will gain a deep understanding of the fundamental principles of real estate, including ethics, legal compliance, market analysis, and client communication. Participants will also learn how to stay up to date on industry trends, best practices, and cutting-edge technologies that are transforming the real estate landscape.

The Ethical Realtor: From Disclosure to Due Diligence: Understanding Our 6 Fiduciary Duties

A comprehensive overview of the six fiduciary duties of a real estate agent and how to implement them effectively. Participants will explore each duty in detail and develop strategies for compliance with ethical standards.

The course examines the potential legal and financial risks associated with violating fiduciary obligations and provides practical insights for avoiding such risks. By the end of the course, real estate agents will be equipped to protect their clients' interests and establish themselves as ethical and trustworthy professionals.





Cheryl "Magic" Knowlton is just that...Magic. When I first thought about a speaking career years ago I was waiting for the moment that the gear would click into place. I had something inside to say to the world that was sitting inside my notebook. At NAR 2022 I went to hear Cheryl's message. The title of her talk had the word "Magic" in it, but I had no idea it was real. Her charisma, easy vulnerability, and ability to make concrete points was prolific, quite literally! She generates the fruit of thought, imagination and drive that moves people. It moved me to get serious about building my speaking career. She's just the rocket fuel I needed. Brava!

Andrew Levy, Palm Beach, FL



Mold, Meth, Murder, and Mayhem: The Importance of Real Estate Disclosure

A critical training for real estate professionals who want to understand the legal and ethical requirements of property disclosure. The course covers the legal framework of property disclosure, including key federal and state laws that govern disclosure obligations.

Participants will learn how to identify and disclose hazardous materials such as mold, lead, asbestos, and methamphetamine. They will also learn about ethical considerations related to property disclosure, how to navigate ethical dilemmas, and avoid legal problems. The course explores the dark side of real estate disclosure, including cases of murder, mayhem, and other crimes that can impact a property's value and disclosure obligations. Participants will learn how to identify and disclose potential stigmatizing factors such as violent crime, suicides, or hauntings.

The course also covers how to work with clients who may have properties that have been used for illegal activity. Through expert instruction, real-world case studies, and interactive exercises, participants will gain the knowledge, skills, and tools they need to comply with legal and ethical disclosure requirements and provide valuable information to buyers and sellers. This course is critical for real estate professionals who want to operate with integrity and transparency and provide accurate and valuable information to clients.

Top 10 Tactics for Successful Negotiations

A must-attend for real estate professionals who want to hone their negotiation skills and achieve better results for their clients. The course covers the top 10 negotiation tactics, including active listening, effective communication, creative problem solving, and building relationships. Participants will learn how to develop a negotiation strategy that aligns with their client's goals, how to handle difficult conversations, and how to use negotiation to create win-win solutions. The course will also cover the psychology of negotiation, including how to identify and respond to different negotiation styles, and how to manage emotions during the negotiation process. Through expert instruction, real-world case studies, and interactive exercises, participants will gain the knowledge, skills, and tools they need to become successful negotiators. By the end of the course, participants will have a deep understanding of negotiation tactics and strategies and be able to apply them in a variety of real estate scenarios. This course is perfect for real estate professionals who want to achieve better results for their clients and gain a competitive edge in the industry.



EDUCATION SESSIONS



All's Fair in Love and Housing

(Also taught as "Ignorance is Not a Protected Class: The New Face of Fair Housing")

In this interactive course, licensees will learn to clearly identify protected classes, better protect and serve the public through cultural awareness, clearly communicate with clients, communicate through body language, and prevent embarrassing mistakes.

Session Options: 1-3 hours

Beyond the Transaction: The Impact of Agency from a Client's Perspective

If you have ever shaken your head after a transaction closed and wondered what happened, perhaps your answer lies in how you handled the client relationship. During this highly interactive course, students receive in-depth information on the essential elements of buyer and seller agency representation. Gain comprehensive knowledge of the different responsibilities of each agency role, and the ethics related to your representation role. Participants will discuss ethical questions and apply the concepts they have learned to real live scenarios. The focus of the program is focusing on making the real estate licensee more professional and competent in their dealings with the general public.

Session Length: 3 Hours

Burn the Hamster Wheel: 10 Strategies for Achieving Life Balance

Have you ever felt so overwhelmed that you wanted to stop the world, so you could get off? Imagine a world where your life was joyfully in balance. Is such a world possible? Is balance a myth? Come and enjoy this enlightening and fun session to find out how to permanently burn the "hamster wheel" with 10 strategies for creating and sustaining balance in your life.

Session Options: 1-3 hours

Contracts, Lawyers, and REALTORS®, Oh My!

This course provides a comprehensive overview of basic contract law and how it impacts the real estate licensee. The topics of unauthorized practice of law, types and validity of contracts, and an overview of the elements of a contract are covered in depth. Other areas addressed include the parol evidence rule, legally competent parties, unilateral and bilateral contracts, mutual agreement, assignment/novation, contract breach and misrepresentation.

Session Options: 2 Hours 3 Hours 6 Hours



Cover Your Assets: Protecting Yourself from Liability

Have you ever wondered how and why some agents get themselves into trouble? Stay out of court and possibly jail by getting and staying far away from the hottest legal pitfalls. Learn how to use state forms and contracts to protect yourself and your clients from liability in this exciting and informative course.

Session Length: 3 hours

Cracking the Code: Living and Applying the Code of Ethics

Did you know? Statistically, most agents who get sideways with the Code of Ethics do so accidentally. Do we KNOW the Code? How can you LIVE it if you don't know it? Get ready to engage and share your opinions in this fun course as you examine specific scenarios and LEARN the Code, so you can LIVE the Code!

Session Options: 1-3 hours



Detective Agency

Time to dive deep into regulations that will make a difference in how you do the real estate business. During this session, you will learn about State Statutes and Regulations, including 25 Ways to Lose Your License; federal laws, including RESPA, fair housing advertising guidelines, truth in lending, and the Lead Based Paint Disclosure. Protect your license and enhance your professionalism by understanding and implementing critical strategies into your business.

Session Options: 1-4 hours

Ducks in a Row: 10 Ways to Avoid Risk

In the highly litigious world in which we live, brokers and licensees need to stay on top of best practices, so they can stay ahead of the legal curve. As you strategize about ways to raise the bar of professionalism, you need to concentrate on ways to minimize risk for clients, your brokerage and the public at large. Get tips for doing just that in this session.

Session Options: 1-4 hours

Facebook or Face Plant: The Ethics of Social Media: 20 Strategies to Grow Your Business (Also taught as "Instafamous: The Ethics of Social Media")

Have you ever asked yourself: How do I utilize social media as an "on-purpose" strategic tool to grow my business? What mistakes am I making? Am I sharing valuable content with my sphere or am I simply "taking up cyber space?" What am I doing right? In this fun and engaging course, you will be exposed to 20 social media strategies to help you utilize social media to grow your influence with clients and customers. In addition, you will be able to identify key ways agents are violating the Code of Ethics through improper social media use, explore the world of "Blind Ads" and uncover how and why they are harmful to the public. This is your opportunity to create a specific "Game Plan" to implement social media success strategies as a part of your business plan for the future.

Session Options: 1-3 hours



Feeling the Love: The Danger of Buyer Love Letters

In a world of multiple offers, we want our buyers' offer to stand out. However, there are good AND dangerous ways to play that game. Are "Love Letters" – letters written by the buyer to emotionally influence the seller – legal? Are there potentially unintended consequences for submitting a "Love Letter" with your buyers offer? Join us for this timely and important course on avoiding unintended fair housing bias and discrimination.

Session Options: 1-4 hours

Getting Past No: Negotiating Strategies for the Real Estate Professional

Negotiation is one of our FIVE ESSENTIAL SKILLS as a real estate professional. Most real estate professionals lack the key negotiation skills they need to succeed in championing their clients at the highest level. Take your negotiation game to the next level with this fun, interactive course.

Session Options: 2-3 Hours

Goat Rodeo: A Survival Guide for Broker Risk Management

In the highly litigious world in which we live, brokers and licensees need to stay on top of best practices, so they can stay ahead of the legal curve. As you strategize about ways to raise the bar of professionalism, you need to concentrate on ways to minimize risk for clients, your brokerage and the public at large. Get tips for doing just that in this session.

Session Options: 1-4 hours

Herding Cats: Best Business Practices for Brokers and Agents

As a broker, do you ever feel like you are herding cats? In the highly litigious world in which we live, brokers and licensees need to stay on the cutting edge of best practices, so they can stay ahead of the legal curve. As you strategize about ways to help yourself and other agents raise the bar of professionalism in their own businesses, you need to concentrate on ways to minimize risk for our clients, for yourselves, your brokerages, and the public at large.

Session Options: 1-3 hours

How to Avoid an International Incident

Serving diverse clientele is not only challenging but filled with exposure to professional liability. In this fun and engaging course, licensees learn to clearly identify protected classes, enhance their personal cultural awareness and apply communication techniques that enhances relationships between themselves and their customers/clients.

Session Length: 1-3 hours

Mach 10 With My Hair on Fire - 10 Ways to Avoid Burnout

Too many real estate professionals today are on the brink of burnout. Are you one of them? Have you ever felt so overwhelmed that you wanted to stop the world, so you could get off? Is balance a myth? Come and enjoy this powerful session to find out how to permanently burn the "hamster wheel" with 5 strategies for creating and sustaining balance in your life and in your business.

Session Options: 1-4 hours



No REALTOR® Left Behind: What You Should Know About the Utah REPC (UTAH ONLY)

Keep yourself from committing mistakes that will bring you under the watchful eye of the real estate commission or legal system. Minimize the chance of being sued by learning how to better protect and serve your clients when you understand fully how you can use the Real Estate Purchase Contract as an effective tool to protect your clients against prosecution. Join Cheryl and uncover why using this document may be critical to your success. Dive into the Utah REPC like you never have before.

Session Length: 4 hours



I would recommend any course taught by Cheryl Knowlton. She is clearly the best CE teacher in Utah!

Harry A. Rodas, Century 21, Bushnell



Prison Orange isn't my Color (and Other Reasons to Avoid Mortgage Fraud)

(Also taught as "Smoke and Mirrors") Approved for GRI in Montana

Stay on top of your professional game by staying on top of schemes that are actually mortgage fraud. Can you tell the difference between "creative financing" and fraud? Keep yourself out of jail by learning all of the latest and greatest schemes to watch out for with this lively program.

Session Options: 1-4 hours

Putting the Fun in Funding: Understanding Mortgage Basics

Why should a real estate agent learn the ins and outs of the mortgage world? Because if you don't, it may negatively impact your ability to close a transaction effectively and efficiently! The mortgage world has turned upside down in the past few years. If you have been in the business for a while, your head may be spinning when you consider the massive changes that have occurred. We will review the basics of mortgage, and thoroughly investigate how we, as a country, got into this credit crisis to begin with. Come join Cheryl for this fun and informative course!

Session Options: 1-4 hours

RESPA Reform: What You Don't Know Will Hurt You

Who says education can't be fun? Using a variety of methods, we will explore the extensive changes the federal government has made to RESPA laws. Learn details about form revisions, behaviors acceptable by REALTORS® under the new laws, referral fee criteria and the trips and traps that can you into professional difficulty. Join Cheryl today and avoid costly mistakes that are entirely preventable.

Session Options: 1-4 hours

Risky Business: Are You and Your Agents at Risk?

A highly interactive ethics and law update course where Students gain competency in handling real estate transactions is the primary focus. Antitrust, and Misrepresentation are the primary areas of review. Participants will be actively involved in viable case studies, as well as group discussion regarding ethics issues.

Session Length: 3 hours



Spectacular Failure: 10 Ways to Lose Your License

Have you ever felt afraid of what you didn't know? Avoid being relocated to a federally gated community.

Protect your license, serve your clients at the highest level, stay out of the Realtor® jail, and off regulatory officials' radar by knowing, understanding and implementing critical federal laws into your best practices.

This course will help agents effectively assist their customers and clients with the highest level of professionalism.

Session Options: 1-4 hours



The Bozo Explosion: Raising the Professionalism Bar

(Also taught as "Step Up or Step Aside: Raising the Bar of Professionalism")

While the National Association of REALTORS® Code of Ethics and Standards of Practice establishes objective, enforceable ethical behavior governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Problem solved! The Professional Conduct Working Group of the Professional Standards Committee has developed a thorough list of professional courtesies that can be used by REALTORS®. Unlock the keys of enhanced professionalism through understanding how respect for the public, property and their peers is not only a right, but ensures relationships built upon insight and trust.

Session Length: 3 hours

To Protect and to Serve: Understanding State and Federal Law

Protect your license and stay out of the regulatory official's radar by understanding and implementing critical strategies into your business. We will explore specifics relating to: 1) State statutes and regulations including 25 Ways to Lose Your License, federal laws and RESPA as it relates to fair housing advertising guidelines, truth in lending and Lead Based Paint Disclosure. This information will help you effectively assist your customers and clients and retain a high level of professionalism in your real estate careers.

Session Length: 3 hours

Unlocking Secrets of the REALTOR® Code of Ethics

Did you know? Statistically, most agents who get sideways with the Code of Ethics do so accidentally. Do we KNOW the Code? How can we LIVE it if we don't know it? Get ready to engage and share your opinions in this fun course as we examine specific scenarios together.

Session Options: 1-4 hours

When the Seller Becomes the Bank

Are you having trouble getting offers and closing your listings? Have your eager sellers asked you if they are a good candidate for seller financing? It is important to know when seller financing is viable or not. Avoid potential traps and pitfalls and learn how to:

- Identify how seller financing can help your clients without endangering your clients' underlying mortgage position
- Explain the Due on Sale Clause and avoid legal complications
- Gain competency in completing the Seller Financing Addendum

Session Length: 3 hours



DESIGNATION AND CERTIFICATION COURSES TAUGHT BY CHERYL KNOWLTON, DREI

ACCREDITED BUYER REPRESENTATIVE (ABR) - ELECTIVES

Accredited Buyer Representatives, or ABRs, are designated by the Real Estate Buyer's Agent Council, which is an affiliate of the National Association of REALTORS®. After a thorough training and accreditation process, ABRs receive special distinction for providing quality representation to home buyers.

Home Finance Resource (HFR) Certification Course

The Home Finance Resource Certification course is designed to teach REALTORS® how to explain key pieces of the loan origination process to clients and confidently answer questions about mortgage options.

With the skills you learn by earning this certification, you will be equipped to provide guidance on navigating mortgage applications and alternative financing options for all types of buyers.

Session Length: 1 Day

Marketing Strategy & Lead Generation: Capture, Qualify, Convert

Accredited Buyer Representative Certification (ABR) – Elective

Prospecting, Farming, Networking! Lead generation goes by many different names. Are your lead generation techniques built to last? This course will examine the discipline, strategy, and systems that effective lead generation requires. Use this turnkey resource to also examine how to research and quantify the results of your lead generation activities so that you can fine tune and focus your efforts. Learn about the fundamentals of lead generation, tracking leads and analytics, as well as tools and systems for your growing business.

Session Length: 1 Day

Generation Buy

Accredited Buyer Representative Certification (ABR) – Elective

At any given time, today's real estate professionals may be working with four generations of real estate buyers: Millennials, Generation X, the Baby Boomers, and Matures. This one-day course examines the home buying characteristics of these generations and evaluates their expectations (of agents and of the transaction) as well as communication preferences. As a turnkey resource, participants receive generation-specific marketing tools, networking tips, scripts, and counseling strategies to help formalize agency relationships.

Session Length: 1 Day

Networking and Referral Systems

Accredited Buyer Representative Certification (ABR) – Elective

Performance Management Network (PMN) – Elective

Between networking and referrals are the relationships we build and manage. The goal of this course is to provide you with the information and tools you need to make the transition from a salesperson making cold calls to a professional, knowledgeable consultant with a steady stream of advocates and referrals. This course will provide REALTORS® with the information and tools needed to transition from a salesperson making cold calls to a knowledgeable consultant with a stream of advocates and referrals.

Session Length: 1 Day



New Home Construction and Buyer Representation

Accredited Buyer Representative Certification (ABR) – Elective

Solid increases in single-family starts, still historically low interest rates, and high buyer demand point to healthy sales of new-home construction. This one-day course provides buyer's representatives with the product knowledge and increased confidence to make new-home construction a win-win transaction for buyer-clients.

Session Length: 1 Day

PRICING STRATEGY ADVISOR (PSA)

Pricing Strategies: Mastering the CMA

Pricing Strategy Advisor Certification Course

Accredited Buyer Representative Certification (ABR) – Elective Seller

Representative Specialist (SRS) – Elective

Enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values. This is the core course required to earn the new PSA (Pricing Strategy Advisor) certification. You will learn about the purpose and benefits of CMAs, and how to guide clients through them and be able to utilize terminology of pricing and valuation in a way that sellers can appreciate. Uncover ways to properly identify appropriate comparables, where to find information about them and how to adjust comparables for your CMA.

Session Length: 1 Day

PERFORMANCE MANAGEMENT NETWORK (PMN)

The Performance Management Network (PMN) designation focuses on developing negotiations strategies and tactics, networking and referrals, business planning and systems, personal performance management and leadership development.

Effective Negotiating for Real Estate Professionals

Accredited Buyer Representative Certification (ABR) – Elective

Certification Course (e-PRO®)

Effective negotiating on behalf of others is the hallmark of the buyer's and seller's representatives.

This course examines positional bargaining and value negotiating. It also examines unique issues when representing *someone in a negotiation and breaking a negotiation impasse*.

Session Length: 1 Day

The Business of Your Business

This session is one you won't want to miss. Discover ways as to how you can think about the business of your business and make it more profitable and successful. You'll learn strategies for systemizing your business, as well as fundamentals for improving your bottom-line and achieving your financial goals. Learn the how's and why's of staffing, how to develop an actionable business plan and why your role should be that of a CEO working on the business versus an employee working in it.

Session Length: 1 Day



E-PRO® CERTIFICATION PROGRAM (EPRO)

Accredited Buyer Representative Certification (ABR) – Elective Certification Course (AHWD)

The At Home with Diversity® course is part of a comprehensive cultural diversity outreach program that will help real estate companies diversify their workplaces and improve the industry's ability to serve culturally diverse consumers. NAR and HUD undertook a joint effort in 1998 to certify real estate professionals who are trained regarding cultural diversity and outreach and have made a commitment to a set of diversity principles. The training, built on the letter and spirit of the Fair Housing Act, provides participants with tools to build diversity outreach into their business plans to best serve a dynamic and growing market. This course is available to all professionals involved in the real estate transaction.

Session Length: 1 Day

E-PRO® CERTIFICATION PROGRAM (EPRO)

Accredited Buyer Representative Certification (ABR) – Elective Certification Course (e-PRO®)

e-PRO® gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow. Learn about the changing market and how to connect with consumers, manage your online reputation, generate leads, and gain referrals by signing up for this timely certification course. Become familiar with the latest technology and social media tools to enhance your business and engage with customers and other real estate professionals.

Session Length: 2 Days

SHORT SALES AND FORECLOSURES (SFR)

Designed for real estate professionals at all experience levels, the National Association of REALTORS® Short Sales and Foreclosure Resource certification, or SFR®, gives you a framework for understanding how to direct distressed sellers to finance, tax, and legal professionals and qualify sellers for short sales. Learn how to negotiate with lenders, limit risk and protect buyers

Short Sales and Foreclosures (SFR)

Accredited Buyer Representative Certification (ABR) - Elective

Knowing how to maneuver the complexities of short sales as well as how to identify the distinct real estate opportunities in foreclosure are not merely good skills to have in today's market - they are critical. This course helps students evaluate all available options for distressed homeowners and identify the components of an effective short-sale package.

Session Length: 1 Day





Cheryl is a fantastic teacher! She is wildly entertaining and keeps you engaged and interested the entire length of her classes. Be it 2 hours or 2 days Cheryl's teaching method has you learning AND having fun at the same time. Everyone I talk to groans at the idea of doing CE classes but when you take a class from Cheryl you'll be begging to learn more; she's THAT good

**Beverly Whipple, ABR, AHWD, C-RETS, e-Pro, GREEN, PSA, RENE, RSPS, SFR, SRS, SRES
REALTOR® at ERA Brokers Consolidated**



MILITARY RELOCATION PROFESSIONAL (MRP)

Work with Current and Former Military Service Members to Find the Best Housing Solutions

Military Relocation Professional (MRP) Certification Course

Accredited Buyer Representative Certification (ABR) – Elective

Certified Residential Specialist (CRS) – 8 Hour credit

Seller Representative Specialist (SRS) – credit hours

Students will learn how to provide the real estate services at any stage in the service member's military career that meet the needs of this niche market and win future referrals. When military staff and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful. This certification program focuses on educating real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.

Session Length: 1 Day

SELLER REPRESENTATIVE SPECIALIST (SRS) DESIGNATION

Seller Representative Specialist (SRS) – Required

Accredited Buyer Representative Certification (ABR) – Elective

Certified Residential Specialist (CRS) – Elective

Certified Residential Broker (CRS) – Elective

Redefine your 'normal' and reinvent the way you represent sellers. It provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace. Students learn to increase listings and grow their business by effectively communicating their value to seller clients. You will explore and apply the Code of Ethics and Standards of Practice as well as comply with state license laws when representing sellers. The ultimate goal is to assist you in applying methods, tools, and techniques to provide the support and services that sellers want and need.

Session Length: 2 days



SELLER REPRESENTATIVE SPECIALIST (SRS) DESIGNATION

Seller Representative Specialist (SRS) – Required

Accredited Buyer Representative Certification (ABR) – Elective

Certified Residential Specialist (CRS) – Elective

Certified Residential Broker (CRS) – Elective

Redefine your 'normal' and reinvent the way you represent sellers. It provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace. Students learn to increase listings and grow their business by effectively communicating their value to seller clients. You will explore and apply the Code of Ethics and Standards of Practice as well as comply with state license laws when representing sellers. The ultimate goal is to assist you in applying methods, tools, and techniques to provide the support and services that sellers want and need.

Session Length: 2 days

Blowing Up Boring

IN REAL ESTATE EDUCATION

Cheryl Knowlton, CSP, CDEI, DREI

CEO, Speaker, Author, Coach
Certified Fascinate Advisor



REBI COURSES

CRB - CERTIFIED RESIDENTIAL BROKERAGE MANAGER

The Firm Rules: Policies to Mitigate Risk

This course covers an integral part of any successful brokerage, which is developing, implementing and communicating comprehensive policies and procedures to mitigate risk.

Session Length: 1 Day

Performance Leadership: Coach, Manage & Mentor

Today's managers must deal with a myriad of leadership challenges, such as recruiting, managing turnover, training and mentoring; in addition to running a successful and profitable business. To succeed, you must develop and implement. Leadership strategy that addresses these challenges and has the flexibility to adapt to different personalities and different situations.

Session Length: 1 Day

Recruiting for Success: Creating a Vibrant Real Estate Organization

This course was created to help brokers, owners, and managers understand how important recruiting is to having a successful real estate office or company. At the end of this course you will have the tools necessary to implement a strategy to become an active and successful recruiter. You will also understand the importance of retention, or "re-recruiting" your current agents. And you will have a great understanding of the importance of "de-hiring" those agents who should not be part of your organization.

Session Length: 1 Day

C-RETS - CERTIFIED RESIDENTIAL TEAMS SPECIALIST

Designing and Sustaining Successful Teams

The concept of a real estate team is nothing new. They have existed for decades, but over the past several years, the team concept has evolved and become far more ubiquitous. As the real estate industry progresses and the consumers' demands on the agents increase, many real estate professionals have begun moving their single-agent practice to a more sophisticated and advanced model to serve their clients better and become more profitable.

1 Day Course

Team Leadership for Maximum Performance

Learning objectives:

- Understand and evaluate your leadership style
- Realize that whatever position you fill requires specific characteristics and competencies
- Understand the difference between managing Independent Contractors and Employees
- Understand and adjust your leadership style based on the individual and the situation
- Harness performance strategies to ensure your team reaches its full potential

1 Day Course



HR Solutions for Teams

This one-of-a-kind course will answer all of your risk and liability questions when it comes to finding, hiring, compensating, training, evaluating, and firing team members.

Human Resource Management (usually referred to as HR) is about supporting and managing your people and associated processes. It should be seen as a core business function essential to your team's effective operation.

This 1 day course will give you a firm foundation on how to manager your Human Resources and how to acquire and attract the right talent for your team.

The growth of teams has clearly outpaced the support activities needed to endure these teams' success. You won't find this information all in one course anywhere else!

Session Length: 1 Day

REAL ESTATE PROFESSIONAL ASSISTANT (REPA) CERTIFICATION

Have you heard about our new course for assistants? The Real Estate Professional Assistant Certificate course is designed to sharpen current professional assistant's skills or jumpstart an aspiring assistant's career. As a result, the assistant will become an irreplaceable part of the agent's business plan or team, and help manage risk.

Learn how to:

- Support a real estate agent or team in all operations
- Implement a marketing plan on behalf of an agent or team
- Prepare for and conduct client interviews
- Develop a strategy for post-transaction client engagement
- Work with vendors and service providers

Session Length: 2 Days

HR Solutions for Teams

This one-of-a-kind course will answer all of your risk and liability questions when it comes to finding, hiring, compensating, training, evaluating, and firing team members.

Human Resource Management (usually referred to as HR) is about supporting and managing your people and associated processes. It should be seen as a core business function essential to your team's effective operation.

This 1 day course will give you a firm foundation on how to manager your Human Resources and how to acquire and attract the right talent for your team.

The growth of teams has clearly outpaced the support activities needed to endure these teams' success. You won't find this information all in one course anywhere else!

Session Length: 1 Day



REAL ESTATE NEGOTIATION EXPERT (RENE)

The Real Estate Negotiation Expert (RENE) certification is for real estate professionals who want to sharpen their negotiation skills. The RENE certification program gives REALTORS® the tips and tools they need to be skillful advocates for their clients.

Real Estate Negotiation Expert Certification Program

Accredited Buyer Representative Certification (ABR) – Elective

Seller Representative Specialist (SRS) – Elective

Certified Residential Broker (CRS) – 2 credits

Do you want to sharpen your negotiation skills? This 2-day course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages are provided so that negotiators can provide effective results for their client. The second day of the course focuses on real-world field scenarios to help negotiators apply the power tools, techniques and tactics learned on the first day. Understanding the tactics and techniques is one thing but learning how to recognize them being done and using them effectively requires practice. These field scenarios provide the foundational experience and practice negotiators need to master so they can effectively advocate for their clients.

I'm **ready** with the "core four!"



Cheryl Knowlton, CSP
CRB, SRS, C-RETS, RENE



I am among only 78 REALTORS® worldwide who have earned all four REBI credentials.

Get the confidence of earned expertise and learn more at rebinstitute.com

Sign up and engage in this interactive experience to help you, the real estate negotiator elevates your game! This course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their clients. You will learn the timing of effective negotiations, craft a strategy, recognize patterns and tactics and then successfully apply the principles of persuasion to any negotiation situation.



Real Estate Negotiation Expert Certification Program – Continued

Day 2 of this interactive experience is built around real-world field scenarios to help negotiators apply the power tools, techniques, and tactics learned in the core course 'The Power Negotiator's Playbook.' Understanding the tactics and techniques is one thing but learning how to recognize them being done and using them effectively requires practice negotiators need to master so they can effectively advocate for their clients. Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties. Practice putting them in action through real-world field.

Session Length: 2 Days

SELLER REPRESENTATIVE SPECIALIST (SRS) DESIGNATION

Seller Representative Specialist (SRS) – Required

Accredited Buyer Representative Certification (ABR) – Elective

Certified Residential Specialist (CRS) – Elective

Certified Residential Broker (CRS) – Elective

Redefine your 'normal' and reinvent the way you represent sellers. It provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace. Students learn to increase listings and grow their business by effectively communicating their value to seller clients. You will explore and apply the Code of Ethics and Standards of Practice as well as comply with state license laws when representing sellers. The ultimate goal is to assist you in applying methods, tools, and techniques to provide the support and services that sellers want and need.

Session Length: 2 days

Real Estate Safety Matters – Safe Business = Smart Business

Offered by REBAC – Stand-alone programming

Gain essential knowledge on how real estate professionals can limit risk to preserve safety and facilitate positive business outcomes. You will be exposed to those risk considerations in the brokerage of real estate and relevant safety systems and tools which should be safety protocol for showing properties and listing appointments. Understand the physical and instinctual response to threats or attacks and engage in a conversation about conceal and carry considerations as well as the need for data security for your business and your clients and how to protect personal and electronic information.

Session Length: 3 Hours



INSTRUCTOR DEVELOPMENT WORKSHOP

Cheryl's instructor development workshops take presentation and instructional skills to a new level. From a 6 hour "Building Instruction Expertise" workshop to a 3 day boot camp, Cheryl's IDW's are unique and highly interactive. Best of all, they make engaged learning fun!



CHERYL KNOWLTON, CSP, CDEI, DREI

Type of learning methodologies used to engage the audience:

- Group Exercises – Case study
- Role Play (on a selective basis)
- Hands-on Group Exercises
- Interactive Questioning
- Participant Presentation
- Power Point Presentation
- Humor and Demonstration

Length of Certification

- 3 Days – 6 Hours per day
- Scheduled Spring, Fall & Spring
- 50 minute hours (10-minute break every hour)
- 1 hour lunch

It's important to present like a professional. Attendees' quick judgments are based on how the instructors are perceived - beginning with their first contact through the presentation of the material content. If your trainers are not good speakers, or they design lackluster programs, then they are giving the participants a false perception of their expertise. During this course, attendees will be exposed to a mixture of training and development applications as well as professional speaking techniques which will help ensure programs are as dynamic and effective as possible. After all, it's about the attendees and how well they are able to learn what is taught. And that is ultimately how the company and its trainer's performance are judged.

Session Objectives

Upon completion of the certification course, the participant will be able to:

- List the fundamental elements that comprise the development and delivery of a successful and effective presentation.
- Design an educational session utilizing a universally acceptable outline format.
- Create, develop and write specific and general learning objectives.
- Describe, identify and implement instructional techniques that address the four basic learning styles.
- Research and develop participation activities for attendees.
- Determine the essential aspects of what constitutes relevant content for an anticipated audience.



INSTRUCTOR DEVELOPMENT WORKSHOP: SESSION OBJECTIVES – CONTINUED

Upon completion of the certification course, the participant will be able to:

- Understand the essential elements of copyright requirements, infringement, and fair use.
- Prepare and present activity based education segments that adhere to established objectives.
- Utilize various techniques for energizing an audience as well as generating active involvement of the participants through the use of interactive questioning.
- Incorporate storytelling to enhance the learning environment.
- Offer a presentation style that reflects use of up to date techniques and technologies.
- Demonstrate an ability to utilize multiple visual aids.
- Analyze participant feedback regarding a course and its instructor's ability to present.
- Utilize other delivery techniques (such as team teaching, individual coaching, and groups exercise) in a way that enhances the learning environment.
- Analyze the elements of dealing with change and how it ultimately impacts our ability to remain relevant in a changing marketplace.
- Implement technology as a strategic initiative to create and maintain effective connections with clients and attendees.
- Establish an increased level of awareness of the concept of relevance and determine what skill sets need to be improved to establish and/or maintain a thriving speaking business.
- Walk away with approximately 200+ web site links and tablet applications.
- Dispel the notion that other people are untruthful. With insight into emotional intelligence and the combination of words, tone and body language, participants will become more aware of the truth in an interpersonal interaction which will ultimately result in better relationships.
- Develop a communication process that will enhance your overall effectiveness when interviewing your customers or talking to your direct reports by recognizing behaviors that can create a disconnect.
- Interpret body language and communication styles to best establish a method of interaction that will have positive results. Utilize the concepts of emotional intelligence in building your relationships.
- Adapt communication, processing procedures and materials to attract and build relationships with different generational groups.
- List the fundamental elements that comprise the development and delivery of a successful and effective presentation.
- Determine the essential aspects of including content that is relevant and necessary for the anticipated audience.
- Utilize various techniques for energizing an audience as well as generating active involvement of the participants.
- Offer a presentation style that is up to date regarding technique and technology.

CONTACT CHERYL TODAY!

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EMBRACE your vision of why you do what you do
DESIGN purposeful daily activities
CREATE a sustainable business



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YOUR NEXT EVENT,
TODAY!**

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*Speaker • Author • Expert Witness
Content Creator • Trainer*

