

## January

### Hybrid Course

+Land Investment Analysis  
+Google Earth Mapping for Real Estate

### Events

**19** ALC-to-Non-ALC Teleconference:  
Earning & Using the ALC Designation

## February

### Hybrid Courses

+Timberland Real Estate  
+Real Estate Auctions

### Events

**8** Webinar: Using an IRA to Invest in Land

## March

### Events

**8** Free Webinar: Effective Conference Networking Skills & Perfecting your Elevator Pitch

**31** The National Land Conference:  
**THE BEST STOP HERE!**

Charlotte, NC | White Paper Course Option

## April

### Hybrid Course

+Tax Deferred 1031 Exchanges

### Events

**20** ALC-to-ALC Teleconference:  
Mastering Real Estate Negotiations

## May

### Online Course

+Mineral, Oil & Property Rights

### Hybrid Course

+Ag Land Brokerage & Marketing

### Events

**10** Free Webinar: Excel Tips & Shortcuts for Real Estate Professionals

## June

### Events

**4-12** LANDU Education Week

+Tax Deferred 1031 Exchanges  
+Land Investment Analysis  
+Land 101: Fundamentals of Land Brokerage  
+Site Selection  
+Mastering Real Estate Negotiation Skills  
+RE Mapping Technology & Techniques

**14** Webinar: Public-Private Partnerships

## July

### Online Courses

+Mastering Real Estate Negotiations

### Hybrid Courses

+Transitional Land Real Estate

### Events

**20** ALC-to-ALC Teleconference:  
Managing Successful Entitlements

## August

### Hybrid Course

+Land 101: Fundamentals of Land Brokerage

### Online Course

+Marketing Strategies for Real Estate Professionals

## September

### Hybrid Courses

+Land Investment Analysis  
+Introduction to Land Valuation

### Events

**13** Free Webinar: Mixed Use Urban Land Developments

## October

### Hybrid Courses

+Google Earth Mapping for Real Estate  
+Tax Deferred 1031 Exchanges

### Events

**11** Webinar: Title Reports & Boundary Surveys

## November

### Hybrid Course

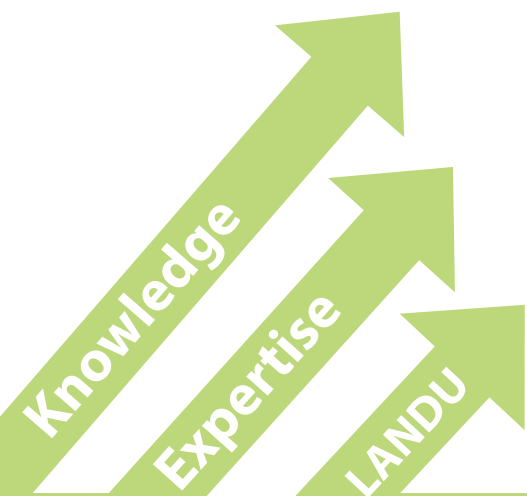
+ Timberland Real Estate

### Online Course

+Legal Aspects of Real Estate

### Events

**16** ALC-to-ALC Teleconference:  
Being Your Best – Reduce Stress,  
Maximize Productivity, Stay Healthy



### ADVANCED TAX DEFERRED 1031 EXCHANGES

Explores advanced issues commonly encountered in 1031 exchanges. Although this course presumes knowledge of the basics of a 1031 exchange, it includes a review of basic concepts. (8 contact hours)

### AGRICULTURAL LAND BROKERAGE & MARKETING

Covers market forces impacting the value of agricultural land; the importance of soils highest and best use of the land; how to analyze the income potential of agricultural land and how to market properties. (16 contact hours)

### REAL ESTATE AUCTIONS

Provides an overview of the auction method of marketing real estate. Areas covered are the growth and new image of the auction industry's niche, how auction firms work with sellers in marketing and selling property at auctions, and how those on the sell or the buy side can partner with auction firms. (8 contact hours)

### THE BASICS OF EMINENT DOMAIN LAW

Provides participants with a thorough analysis of the historical development of eminent domain law in the United States. (8 contact hours)

### MASTERING REAL ESTATE NEGOTIATION SKILLS

Covers concepts and theories of the psychology of bargaining and negotiation to "land the deal." Strategies, planning, ethics, finding and using negotiation power, effective communication, cross-cultural negotiations, and best practices are explored. (16 contact hours)

### GOOGLE EARTH MAPPING FOR REAL ESTATE

Focuses on using Google Earth to visualize land development projects. Covers how to create personalized projects in Google Earth, symbolize the properties, add text, attach files, photos, video, and how to overlay existing project files over the Google Earth terrain will be discussed. (16 contact hours)

### INTERNATIONAL ASPECTS OF REAL ESTATE

Prepares real estate professionals to work with and provides guidance to buyers, sellers, and investors. Purchasing in an unfamiliar market can be daunting, whether investing internationally, seeking vacation property, or a first generation immigrant living in the U.S. (16 contact hours)

### INTRODUCTION TO LAND VALUATION

Explores the fundamentals of land valuation and provides the skillset to understand valuations. Learn how to effectively use soil surveys, GIS, and spreadsheets to calculate agricultural land values. Covers implementation of the agricultural and valuation process. (16 contact hours)

### LAND 101: FUNDAMENTALS OF LAND BROKERAGE\*

An ALC required course. This is an introduction to the land specialty. Aspiring land professionals learn the basics of land brokerage, including the various types of land; the land brokerage process; and the 1031 tax-deferred exchange process. (16 contact hours)

### LAND INVESTMENT ANALYSIS\*

An ALC required course. Learn to determine relevant cash flows for origination operation and liquidation. Other topics covered are time value of money techniques to analyze cash flows, traditional indicators for investment analysis, and alternative investment analysis as a way to select the two most appropriate acquisition techniques. (24 contact hours)

*\*These courses are required for the ALC Designation and fulfill 56 hours of the 104-hour ALC Education Requirement. This schedule is subject to change and other events will be posted on the website throughout the year. All online courses are no-travel and can be completed in full remotely. Please see Course Schedule on reverse side. For more information, contact the Institute at 800.441.5263 or [rli@realtors.org](mailto:rli@realtors.org)*

### LEGAL ASPECTS OF REAL ESTATE

Focuses on laws governing real property rights and interests. Other topics will include: legal elements of real property; laws/methods used in recording instruments; transference of title; rights associated with real estate ownership; restrictions on land use; the closing process; and environmental concerns. (16 contact hours)

### MARKETING STRATEGIES FOR REAL ESTATE PROS

Provides marketing tactics to create a competitive advantage for businesses. Covers defining business goals, identifying opportunities, creating a brand, and developing a marketing plan. Think like a marketing expert. (16 contact hours)

### MINERAL, OIL, AND PROPERTY RIGHTS

Covers the historical basis of wealth related to minerals, types of ownership, types of conveyances and title transfers, curing land titles and the oil and gas lease, pooling, exploration and drilling, fracking, and the state and federal laws governing oil and gas ownership and development. (16 contact hours)

### SITE SELECTION

Investigates economic trends, growth trends and projecting demand. Learn to utilize the knowledge and practical resources offered to evaluate the possibilities offered by a specific parcel of land and the process of market analysis, political and legal analysis, site analysis, and financial analysis. (16 contact hours)

### STRATEGIC PLANNING FOR YOUR RE BUSINESS

Effective strategizing skills are highly valued in leaders—and they are essential to success. The ability to develop operational business strategies, and then take those business strategies from plan to action, sets true leaders apart. Acquire the skills to build a professional or business strategic plan, for the next year, five years, or twenty years, and be more successful. (16 contact hours)

### TAX DEFERRED 1031 EXCHANGES\*

An ALC required course. Explores how property can be sold and a replacement property purchased without incurring any federal income taxes on the sale. Learn to easily recognize exchange situations and explain to clients the tax-saving benefits of the 1031 exchange. (16 contact hours)

### TIMBERLAND REAL ESTATE

Provides an awareness of what makes a good timberland investment and how to evaluate it for current and future use. Looks at factors affecting timberland values, measurements, timber inventory, valuing pre-merchantable pine plantations, marketing timber, reforestation, and timber as an investment. (16 contact hours)

### TRANSITIONAL LAND REAL ESTATE TRANSACTIONS

Agricultural land is being adapted for recreational uses and urban brownfields are being converted into commercial and residential uses. Analyze options and determine the optimum use of a property by understanding the financial aspects, physical considerations, and governmental, legal and economic factors that impact land in transition. (16 contact hours)

### REAL ESTATE MAPPING TECHNOLOGIES & TECHNIQUES

Covers the basics of land navigation and how to use technology including compasses, GPS, and the latest mapping software to help grow businesses and meet client needs. Provides relevant navigational insights and skills to effectively locate, traverse, list, and market land parcels. (16 contact hours)

