

National

Relocation &



REAL ESTATE

Training & Business Development: Empty Agent's Desks Cost Brokers \$40,000 A Year

RISMEDIA, Oct. 26, 2005 — According to Upward Motion Inc., developers of the Real Estate Simulator™, empty office desks can cost Real Estate Brokerage offices as much as \$40,000 a year. Focusing on recruitment, selection and subsequently filling those desks with high quality recruits are the core competencies of the Real Estate Simulator.

Recognizing the synergies between the two organizations, The Real Estate Apprentice Foundation, announced Upward Motion's agreement to become a new sponsor of The Apprentice Grant Program. "We think that the Real Estate Apprentice is a great program, very important to the industry and we are both honored and excited to make our Real Estate Simulator™ available to this initiative" said Dr. Igor Kotlyar, President of Upward Motion.

Upward Motion provides state-of-the-art technologies for recruitment, assessments and training and their Real Estate Simulator™ is recognized as among the best in the world. "Now our grant applicants will be given the opportunity to test drive a real estate career in advance, comparing their competencies against top performers and do this in only 45 minutes to 1 hour," said Dr. Martin Oliver, Deputy Executive Director of the Real Estate Apprentice Foundation. The Real Estate Simulator takes the applicant through the entire sales process from building rapport to closing and then provides a complete report describing their strengths, weaknesses, competencies and a comparison between their abilities and those of top agents.

The Real Estate Simulator™ recreates the real-life challenges that real estate agents encounter such as interacting with virtual clients who are interested in buying or selling property. The Real Estate Simulator shows a potential agent their ability to handle objections, negotiate price, understand client needs, deal with personality clashes, and even handle periodic rejection. "With over 100,000 simulations taken to date, the Real Estate Simulator™ has helped our clients grow their companies by increasing their recruiting leads, selecting high caliber sales agents, and streamlining their recruitment, hiring and training processes," said Dr. Kotlyar.

What Are Brokers Saying

"The Real Estate Simulator's reports help us to verify key skills and personality traits of the recruit during follow-up face-to-face interviews. We believe the result will be shorter times to recruit, shorter time to bring people on-board as well as more focused and effective training," said General Manager Peter Strand, of Prudential Metrowide Realty in Minneapolis, Minnesota. Strand manages 250 agents in nine offices. The Real Estate Apprentice Foundation believes that the Real Estate Simulator™ is a great screening device for the industry, especially for determining a candidate's sales experience and personality fit.

"Our mission at The Foundation is a strategic match with Upward Motion's technical expertise and real estate industry focus," said Dr. Oliver. "The Grant program assists new licensed agents entering the industry, in identifying and receiving the best products and services on the market, while the Real Estate Simulator™ shows a potential agent what competencies are critical to success and whether they have them or need further development," he added. For those who discover deficiencies, the Real Estate Simulator™ provides an immediate list of suggestions to correct difficulties or build strengths.

The Real Estate Apprentice Grant Program www.RealEstateApprentice.com is open to all new real estate students that are US or Canadian citizens or legal residents that have taken or will be taking a real estate licensing course or who became licensed as a new agent during the current six month Grant Season III (July 1st to December 31st 2005) or 90 days preceding. Interested persons can apply online. Every six months inaugurates a new Season. The competition is judged on the basis of answers to essay questions, which demonstrate: Salesmanship and communication skills, entrepreneurial spirit, integrity, creativity, and uniqueness.

Product & Service Providers

The Real Estate Apprentice Grant Sponsors include: First American Corporation –Hobbs/Herder Advertising and Design –Thomson SouthWestern –Success Strategies Institute –McLean International –RealtyU® –iSucceed Online Real Estate Mentoring –The Real Estate Cyberspace Society –Create-A-Plan Real Estate Business Planning, RIS Media and Broker Agent News. Companies interested in providing their products or services to the Grant Finalists should contact Dr. Martin Oliver at , Dr.Oliver@ReApprentice.com> or at 949-349-9394 ext 107.