



Course Orientation, Policies & Procedures

Today's sellers expect real estate professionals to provide services that move their properties to a sale as quickly and efficiently as possible. The Certified Home Marketing Specialist Course (CHMS) will enable you to help sellers position their properties in the best possible light for buyers in today's marketplace. The online CHMS Course combines video instruction with "checkpoint" questions, slides, a course guide, virtual field trips and review quizzes to help you earn the CHMS designation and join nearly 10,000 agents internationally.

Developed to enhance your marketing skills, CHMS integrates a broad range of topics, giving you a comprehensive knowledge base you can immediately put to work. Some of the topics include:

- Scripts to address difficult issues - clutter, cleanliness, odors, pets - and turn uncomfortable conversations into better seller relationships
- Low-cost, high-impact staging techniques
- Psychology of color and buyer appeal
- Market Analysis PriceGraph "MAP" - a graphic CMA
- Selling "house" and "home" - advertising and photo tips that sell!

Our Mission at Martha Webb | BCW Group is to *provide to real estate professionals quality classroom and online education that enables them to deliver exceptional, value-added service to their clients and customers.* Martha Webb is the author of [Dress Your House For Success](#) and the CHMS Course. You may register for the online course at www.marthawebb.com. Check the website for current pricing and for special offers.

The CHMS Course is about much more than "staging" a home; rather, the course is designed to give you the insight and tools necessary to put your seller's property "first" in line among the properties buyers will consider. The CHMS course is a marketing course, with an emphasis on finding ways to present a home that attracts the best buyers at the best price for your sellers.

This online course is divided into four "Chalkboards." Each chalkboard has several learning components. The first component is a video in which Martha Webb takes you through the critical elements of positioning a property in the market. During the video, you will be asked to answer certain questions, called "checkpoints," which will enable you to determine how well you are learning the video material. After each video, you will have "Field Trip" assignments designed to broaden your learning experience and add resources to your information for sellers.

Finally, each Chalkboard will conclude with an assessment. Each assessment will include at least 10 questions, some True/False, and many multiple-choice questions. You must answer 90% of the questions correctly. If you score less than 90%, you may return to the video for review, and then retake the assessment. You will not be permitted to move to another Chalkboard until you have successfully passed the review assessment. At the end of the last Chalkboard, there is a comprehensive final assessment of 45 questions which you must pass with a minimum score of 90% in order to complete the course. You may retake the assessment until you have successfully passed.

The CHMS Course design ensures that you acquire knowledge and skills determined by specific course objectives. At the end of the course—once you have successfully completed each video, course exercise, field trip, review, and the course assessments—you should be able to:

- Discuss the importance of integrating staging concepts into a marketing plan directing specific seller’s activities that result in a competitive plan for the seller’s property and situation.
- Incorporate statistics to help sellers gain an objective perspective on marketing activities that have the greatest impact on buyers.
- Define staging in a language enabling sellers to understand their role in directly affecting the selling price of a property.
- State marketing principles that can be reviewed in a listing presentation to assist sellers in becoming objective and open to the agent’s marketing recommendations.
- Utilize a three-step communication plan to address seller’s concerns about spending time and money to prepare a home for market.
- Discuss the importance of uncluttering a home to show the property’s true spaciousness without offending the seller.
- Motivate sellers to incorporate cleaning recommendations and techniques as a marketing strategy to showcase a well-cared for property.
- Prioritize repair recommendations to help decrease the marketing time for a listed property.
- Explain the strategy of “neutralizing” a home to accommodate more buyers’ furnishings.
- Define the Staging Process in 3 steps.
- Identify props that can be used to communicate key “home” messages in each area of a property.
- Incorporate the Market Analysis PriceGraph (MAP) to illustrate the Competitive Market Analysis.
- Write property descriptions and access resources that address the subjective elements of “Home” as well as the objective criteria of “House.”
- Incorporate photography techniques and access resources that add emotion to property photography.

When you purchase the CHMS Course, you will be given complete online instructions about navigating through each component of the course. You may print a Course Guide to use for taking notes, and to assist you in completing the Field Trips throughout the course. The printed Course Guide will become a valuable resource for positioning each property to be competitive in its current market area. You may also take notes online and print for your record.

The CHMS Online Course is sequential, meaning that you must progress through each Chalkboard in order, listening to the video and passing the review assessment before going on to the next Chalkboard. You may complete the Field Trips at any time. However, in order to earn the CHMS Designation, you must complete all videos, pass all assessments, and submit all Field Trips as directed in the course. In addition, you must submit a final Action Plan illustrating how you will put the course into practice.

You will have 90 days from the date you enroll in the CHMS Online Course to complete it. If you do not complete the course in 90 days and wish to continue, you may reinstate the course for a fee of \$25.00. There are no refunds once you have enrolled online in the course.

Within the online course, you will have opportunities to contact or interact with the instructor, Martha Webb. You may reach Martha at BCW Group at (800) 288-4635, or by emailing info@BCW-Group.com. The fax number is (612) 338-7763. Martha will review each assignment and provide feedback within 24 hours of your submission if submitted during the week; if your assignments are submitted over a weekend, feedback may take up to 48 hours. You need not wait for feedback to continue the course. In addition, you are invited to join the CHMS Facebook page where you can post photos and interact with current students and past CHMS graduates.

To take the CHMS Online Course, you must have internet access using the Internet Explorer (version 6 or higher), Firefox, or Safari browser. The course uses the *DigitalChalk* learning system, which requires the Flash plugin version 9 or higher to be installed on your computer. You may download that plugin at <http://www.adobe.com>. If you have technical issues using the course program, DigitalChalk has a help link where you can search for a solution; or you may contact BCW Group at the number or email address above. BCW Group will work with DigitalChalk to resolve your issue as soon as possible.

Martha Webb | BCW Group, the provider of this course, does not discriminate on the basis of race, color, sex, familial status, handicap, religion or national origin in fees, enrollment and administrative policies, or any interaction with a student .