

WILSON Educational GROUP

Quality Instruction for Real Estate Professionals

CAREER TRAC for REAL ESTATE SALES and APPRAISAL

2007-2008 Catalog

Wilson Educational Group

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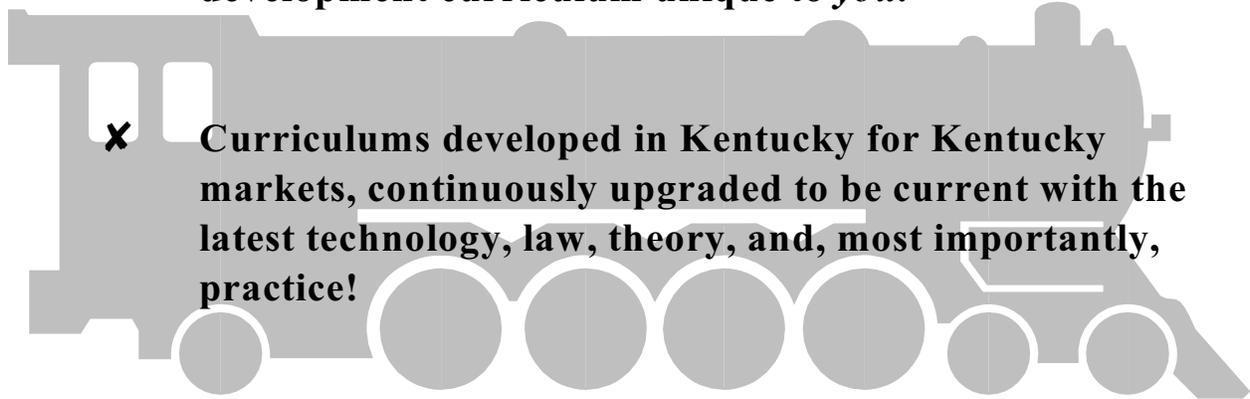
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Every heavy roller needs a track to run on...

and that's why we at Wilson Educational Group developed a curriculum which is designed to maximize your potential for success.

- ✘ Programs structured of independent modules which allow *you* to customize your learning experience to *your* work and educational background. Think of the component modules as instructional 'legos'. Choose those that suit your situation and scheduling best and plug 'em together with the help of our staff to make a professional development curriculum unique to *you*.**



- ✘ Curriculums developed in Kentucky for Kentucky markets, continuously upgraded to be current with the latest technology, law, theory, and, most importantly, practice!**
- ✘ A commitment to your future with continuing education and professional development programs second to none.**

“Vince Lombardi was quoted as saying that ‘luck is nothing more than the convergence of preparation and opportunity’. No time in history has provided greater opportunity for Real Estate Sales, Appraisal, and allied realty professions. Wilson Educational Group is committed to preparing you to become one of the lucky few who enjoy the fruits of a successful career in real estate.” C. W. Wilson

CHOOSING A REAL ESTATE SCHOOL WHY GO WITH WILSON EDUCATIONAL GROUP?

Let's keep it simple. Here's why we think WEG is the best answer:

- ✓ **Our fee's and tuition are competitive;**
- ✓ **No students, from any college or proprietary school, are more successful at passing the necessary examinations than WILSON EDUCATIONAL GROUP ALUMNI. Almost all are less successful based on the statistics maintained by the testing organizations;**
- ✓ **Many credits earned at WEG apply to both the Kentucky Real Estate Appraisers Board and the Kentucky Real Estate Commission;**
- ✓ **Our programs are flexible both with regard to scheduling and the previous educational experience of students, so that programs can be customized to your needs;**
- ✓ **Our programs are designed to open new career alternatives, rather than simply 'get you through the exam';**
- ✓ **Our classes are limited in size allowing individual evaluation of your progress by the instructor and personalized problem area support;**
- ✓ **Our classroom facility is located in Historic Harrodsburg, Kentucky, less than an hour from Lexington or Louisville, and easily accessible from the Central and Eastern portions of the state;**
- ✓ **Our Instructors are practicing professionals with real world experience;**
- ✓ **Payment plans are available; and,**
- ✓ **Weekend and evening scheduling is maintained year round.**

OUR APPROACH TO REAL ESTATE EDUCATION

Since its inception in 1990, WILSON EDUCATIONAL GROUP has taken an alternative approach to the proprietary school real estate programs. Our view is that real estate related education must address a wide range of potential study areas and corresponding career opportunities.

In the coming years in addition to sales, principal brokerage, appraisal, and consulting, significant numbers of people can find meaningful, rewarding careers in finance and lending, management, legal specializations, office and clerical positions, para-professional roles for both appraisers and sales persons, and, of course, education.

We also recognize that the majority of our students are adults, with their basic high school and or college education behind them as well as previous work experience.

We thus believe that an approach to adult career development should be different than prescribed curriculums for younger persons in at least the following ways:

- Programs should be flexible to allow for the differing work experience and educational history of individuals;
- Programs should expand career alternatives and lay the ground work for future professional and financial development;
- Programs should be academically challenging so that the student comes away from the experience with a broadened knowledge base which can be applied to a wide range of possibilities in life (as opposed to learning rote answers to questions in preparation for a specific vocational 'test');
- Programs should be, as far as possible, fun, practical in application, and productive financially for the student (emphasizing current technology, current career problems, and real world alternatives); and,
- Programs should be taught by knowledgeable, professional practitioners who have, themselves, faced the challenge of 'making it' and, to a reasonable degree, succeeded!

WILSON EDUCATIONAL GROUP

BASIC FACTS

- **WILSON EDUCATIONAL GROUP has been a leader in Kentucky for Appraisal Education since the initial Commonwealth and Federal requirements in 1990, counting more than 1/3 of all appraisers in the state among our alumni.**
- **From the beginning, we sought and obtained credit for both our pre-license and continuing education offerings with as many state agencies as possible, including the Kentucky Real Estate Appraisers Board, the Kentucky Real Estate Commission, and the Kentucky Board of Auctioneers.**
- **Our introduction of real estate sales classes for sales associates and brokers, in preparation for the required examinations, has resulted in a ‘pass rate’ unsurpassed in Kentucky by either colleges or proprietary schools.**
- **We are approved by all of the agencies named above as well as the State Board for Proprietary Education and our instructors, in addition to their individual professional designations and memberships, are members of both the State and National *Real Estate Educators Association*.**
- **Our primary facility is located in Harrodsburg, Kentucky on Legion Drive (next to Kroger on US 127 South of downtown), approximately 1 hour from either Lexington or Louisville.**
- **Materials and curriculum are developed in-house, with supporting texts from a variety of sources, and are constantly upgraded to provide the student with the most recent information available.**
- **All fees must be paid prior to the beginning of the program in which you are enrolled and paid in full prior to the release of transcripts or certificates of completion. Arrangements to pay in installments may be made with the office.**
- **Student records will be retained a minimum of 5 years in accordance with the Kentucky State Board of Proprietary Schools requirement, as a matter of policy we will maintain student records for many years beyond the minimum.**
- **We accept cash, check, VISA, or MasterCard. Cancellation of a registration not made 7 days prior to a class may result in a 20% cancellation fee (Minimum \$25). No refund will be given for cancellations the day of the class.**

CAREERTRAC - SALES ASSOCIATE

Traditionally, schools whose primary aim is to prepare you to take the real estate examination have made this program a 96 hour, 12 day grind.

WILSON EDUCATIONAL GROUP has taken an alternative approach which uses the introductory programs common to all real estate professions as a *core curriculum* and then specializes in the specific area of concentration in which the student is interested.

So, WEG appraisal *and* sales students share 60 hours of class room experience related to real estate market principles, valuation basics, economic forces, definitions and terminology, and basic mathematical calculations.

The sales associate candidate then goes on to a specialized study of Real Estate Practice and the Kentucky law which will prepare him or her for both the examination and the real practice of real estate marketing.

The class modules are as follows:

WEG #	Class Title	Total Hours	Total Cost
400	Basic Appraisal Principles	30	
401	Basic Appraisal Procedures	30	
406	Real Estate Sales Practice & Law	36	
Total Hours of instruction as required by KREC		96	\$1095

(Payment options are available - call for details)

The course of study includes a number of examinations throughout the process to sharpen test taking skills. Students are expected to complete reading assignments and study independently. The **WILSON EDUCATIONAL GROUP** success rate for alumni taking the prescribed examination is much higher than the national norm and unsurpassed among Kentucky providers.

Call today for information on weekend or evening classes: 1-800-248-6815.

CAREERTRAC -APPRAISAL ASSOCIATE

In addition to the core curriculum, which is shared in common with real estate sales students, two additional classes are necessary for those entering the appraisal profession: *WEG 443A Introduction to Income Property Appraising and WEG 370 National Uniform Standards of Professional Appraisal Practice.*

Our basic course of study is compliant with the 2008 Appraisers Qualification Board guidelines and approved by the Kentucky Real Estate Appraisers Board. Detailed information regarding the 2008 compliant curriculum may be found by visiting our web site, www.wilsonedgroup.com, choose the link to the Appraisal Foundation or the KREAB. Please note the 2008 criteria does include college course work requirements which vary according to the level of certification. Before enrolling in the WEG Appraisal Program all students should carefully review the new requirements.

As a basic requirement for any level of Certification in Kentucky, and all other states as well, the National 15 Hour Uniform Standards of Professional Appraisal Practice is required. Wilson Educational Group is an AQB approved provider for the National USPAP course and C.W. Wilson is an AQB certified instructor.

The program is constituted of the following classes:

<u>WEG #</u>	<u>Class Title</u>	<u>Total Hours</u>	<u>Total Cost</u>
400	Basic Appraisal Principles	30	
401	Basic Appraisal Procedures	30	
443A	Introduction to Income Property Appraising	15	
<u>370</u>	<u>National Uniform Standards</u>	<u>15</u>	
Total Credit		90	\$1,195.00

(Payment options are available - call for details)

The course of study is intended to prepare the student to work in the marketplace as a real estate appraisal professional and begin the apprentice program which will lead to Certification. The student must complete a KREAB mandated training period under a Certified or Licensed appraiser and complete additional education prior to reaching Residential or General Certification.

CAREERTRAC - APPRAISAL ADVANCEMENT

Appraiser Associates who have completed their 90 hour minimum educational requirement, still need additional hours in order to sit for the real estate appraisers examination. This requirement should be specialized to the area of concentration in which the appraiser expects to operate: residential, farm, or commercial properties.

WEG has constructed a series of modules which are effective for most students. We can mix and match modules to your individual requirements.

Two day programs designed to provide a basis for small commercial or residential properties are appropriate as an initial program. These are, of course, individual classes which will, in combination with any previous education from any school, accomplish your professional goal.

WEG Class#	Class Title	Total Hours	Total Cost
435	Statistics, Modeling And Finance	15	\$250
443B	Capitalization Applications	15	\$250
434	Residential Report Writing	15	\$250
432	Residential Sales Comparison Approach	15	\$250
437	Site and Improvement Inspection	15	\$250

Please note: this is a sampling of advancement modules that may be offered periodically. New classes may be added, call for updated schedules and curriculums.

Alternative Uses of These Classes

Appraisers who are moving from Residential Certification or License status to General Certification may take any one or more of these classes and bridge the education gap.

The Kentucky Real Estate Commission recognizes all of the listed classes as potential alternatives for elective hours toward the 336 hour broker requirement.

Finally, these classes may be taken for Continuing Education Credit for the Kentucky Real Estate Appraisers Board so long as you have not previously had the class and you clearly identify the class for C.E. credit. WEG will be happy to provide you the necessary certificate, which you must provide to the board commission.

You may call 1-800-248-6815 for further information and a schedule of classes.

SUMMARY OF TUITION AND TEXT COST

*For Career Trac Packages and Individual Classes**
Effective July 1, 2005

<i>WEG Program</i>	Real Estate Appraisal	Real Estate Sales
Career Trac (Including Books and Materials)	\$1,195.00 (price includes USPAP course)	\$1,095.00
Two Trac Package (Including Books and Materials)	Call 800-248-6815 For Pricing	
National USPAP 15 Hours (Not including USPAP Book)	\$265.00	
All other 2 Day Seminars	\$250.00	\$250.00

**Continuing Education Classes are priced on a case by case basis and advertized with the announcement*

Should you wish to purchase individual texts... others available call for details!

The Appraisal of Real Estate, 12 th Edition, The Appraisal Institute	\$70.00
The Student Handbook to The Appraisal of Real Estate	\$45.00
The Dictionary of Real Estate Appraisal, 4 th Edition, The Appraisal Institute	\$80.00
Uniform Standards of Professional Appraisal Practice 2008	\$50.00
Modern Real Estate Practice, 16 th Edition, Dearborn Press	\$45.00
Kentucky Real Estate Sales Law Manual	(N/C)