

WELCOME

WORKSHOP BEGINS AT 9:00 AM





WELCOME Grant Cody Executive Director







WELCOME Dr. David Chapman Commissioner







WELCOME Matt Holder Education Director







Session One: Setting the Stage



DISCLAIMER

The Oklahoma Real Estate Commission does not endorse or guarantee the content, services, advice, or products on external websites or resources presented in the 2025 Instructor Development Workshop. The Oklahoma Real Estate Commission is not responsible for or in control of the accuracy, relevance, timeliness, or completeness of information found on external websites or resources. Use of information obtained from such external websites or resources is voluntary and should be independently verified. The Oklahoma Real Estate Commission cannot authorize the use of copyrighted materials in external websites or resources. Such authorization can only be approved by the owner of such materials.

The Instructor Development Workshop and its presentations are for information and educational purposes only. Information presented and opinions expressed by presenters are not opinions or positions of the Oklahoma Real Estate Commission. The content of this Workshop does not constitute legal advice.

For additional copies of this Manual or to obtain permission to utilize its content for educational purposes please contact the Oklahoma Real Estate Commission at help@orec.ok.gov.







WHAT YOU'LL LEARN

Part 1:

- Housekeeping & Expectations
- Overview of the Day
- Why We Are Here
- Goals for the Day
- From Learning to Action: The Challenge
- Who's in the Room?

Part 2:

- Understanding Today's Learners
- Data from Licensees in Oklahoma



HOUSEKEEPING & EXPECTATIONS

- Breaks
- Working Lunch
- Headshots
- Feedback
- Phones
- Social Media





OVERVIEW OF THE DAY

- Session 1: Setting the Stage: Rethinking Adult Learning and Raising Standards
- Session 2: From the Investigators: What Educators Need to Know for 2025
- Session 3: Course Design & Curriculum Planning
- Session 4: Roundtable Discussions & Mastermind [Working Lunch]
- Session 5: Al, Automation & Systems
- Session 6: Engaging the Modern Learner
- Session 7: Keeping Courses Relevant & Effective Testing Strategies





WHY WE ARE HERE

Real estate isn't just transactions.

It's about shaping communities, building economies, and creating opportunity.

Education is the foundation.

It's where ethical practice, consumer protection, and professionalism begin.

Strong education builds a strong industry.

Intentional instructors = Capable students

Relevant courses = Thriving licensees

You = The starting point

It starts with you.





GOALS FOR THE DAY

By the end of today, you'll leave with:

- Strategies for designing & delivering better courses
- Clarity on key regulatory updates
- Tools to boost engagement (in-person, hybrid, online)
- Ideas to streamline your work & raise standards
- Stronger connection with peers across the state

Your Goal:

What do you want to walk away with today?





FROM LEARNING TO ACTION

Most people forget 70% of training within 24 hours.

Only 15% ever apply what they learned. *(Ebbinghaus, 1885)*

You're not most people.

The Challenge:

Pick one idea and implement it within 7 days. Rewrite a slide. Raise a standard. Change a habit.





WHO'S IN THE ROOM

Today isn't about the people on stage.

It's about the people in this room.

We are sitting in a room with **806 years of combined experience** in real estate education.

That's 806 years of insight, stories, mistakes, breakthroughs, and growth — within arm's reach of you.

Every voice in this room adds value.

Take advantage of it.





UNDERSTANDING TODAY'S LEARNERS

Today's real estate students aren't the same students we taught 5, 10, or 20 years ago.

Many haven't been in a formal classroom for years. They're used to short-form content, multitasking, and learning on demand.

As educators, we must **bridge the gap** between their habits and our expectations — not by lowering standards, but by designing **smarter learning environments**.





UNDERSTANDING TODAY'S LEARNERS

- Average attention span: 8–12 minutes without re-engagement
- **Highly visual:** Video, graphics, and storytelling outperform pure text
- Motivated by relevance: They learn best when content feels useful and timely
- **Expect immediacy:** Real-world examples > theoretical lectures







WELCOME Bailey Crotty Deputy Director



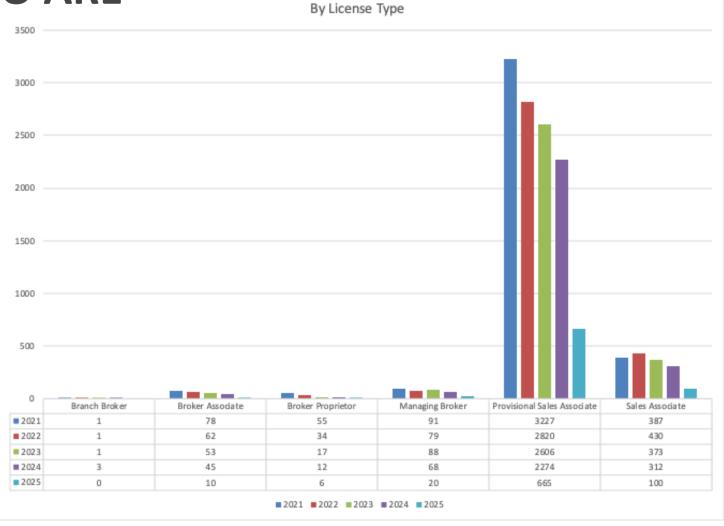


OKLAHOMA DATA – WHO ARE

WE TEACHING TODAY?

New Applicants (Year Over Year)

- PROVISIONAL SALES ASSOCIATES
- BROKER APPLICANTS







Application to License Issuance

- Average Time,Median Time
- Fastest Time,Slowest Time

2022

Average Time - PSA	70.64
Median Time - PSA	42.78
Average Time - Broker	76.7
Median Time - Broker	42.56

2023

Average Time - PSA	72.26
Median Time - PSA	42.75
Average Time - Broker	109
Average Time - Broker	42.76

2024

Average Time - PSA	64.92
Median Time - PSA	42.69
Average Time - Broker	79.03
Average Time - Broker	43.36





Age of Active Licensees

- Median age
- Notable trend

Average age active licensee	51
Median age active licensee	49
Average age issued since 2021	42
Median age issued since 2021	40
Average Age Current PSAs	38
Average Age Current SA	48
Average Age Current Broker	59





Geographic Concentration





Geographic Concentration
Top Counties

Oklahoma County, Oklahoma	4947
Tulsa County, Oklahoma	4558
Cleveland County, Oklahoma	961
Canadian County, Oklahoma	800
Rogers County, Oklahoma	388
Comanche County, Oklahoma	285
Payne County, Oklahoma	236
Garfield County, Oklahoma	198
McClain County, Oklahoma	173
Bryan County, Oklahoma	164
Muskogee County, Oklahoma	155
Logan County, Oklahoma	150
Carter County, Oklahoma	147
Washington County, Oklahoma	143
Pottawatomie County, Oklahoma	142
Grady County, Oklahoma	138
LeFlore County, Oklahoma	132
Delaware County, Oklahoma	125
Creek County, Oklahoma	120
Pittsburg County, Oklahoma	119
Pontotoc County, Oklahoma	107

Cherokee County, Oklahoma	103
ay County, Oklahoma	91
Sequoyah County, Oklahoma	91
stephens County, Oklahoma	87
Custer County, Oklahoma	85
Ottawa County, Oklahoma	80
Sarvin County, Oklahoma	69
1ayes County, Oklahoma	68
1arshall County, Oklahoma	67
Okmulgee County, Oklahoma	67
1cIntosh County, Oklahoma	64
Beckham County, Oklahoma	62
Vagoner County, Oklahoma	59
Craig County, Oklahoma	57
1cCurtain County, Oklahoma	56
lingfisher County, Oklahoma	55
ackson County, Oklahoma	52
Voods County, Oklahoma	39
Caddo County, Oklahoma	35
Voodward County, Oklahoma	33
incoln County, Oklahoma	31





Top 10

Out-Of-State Licensees

Row Labels	Count of License Number
Oklahoma	16793
Texas	781
Arkansas	354
Kansas	130
Missouri	66
California	65
Florida	50
Colorado	48
Georgia	23
Arizona	22





Retention & Attrition

• % who don't upgrade after Year 1

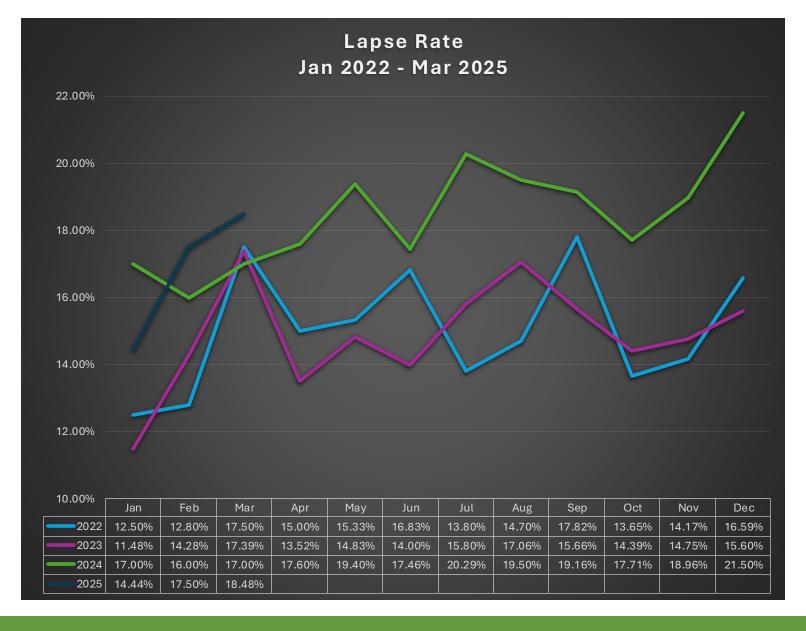
Provisional Sales Associates					
	2021	2022	2023	2024	
# Lapsed	230	337	296	308	
# Issued	2317	2137	1826	1628	
% Lapsed	10%	16%	16%	19%	





Inactive or Lapsed Licenses by Year

	Count of Inactive
<12/28/2020	11
2020	11
2021	609
2022	941
2023	1045
2024	1139
2025	402
Grand Total	4158









TAKING ACTION





10 MINUTE BREAK





Session Two: Investigators Panel

What Educators Need to Know in 2025





WHAT YOU'LL LEARN

- What Every PSA Should Know Before Day One
- Broker Pre-Licensing & BIC Essentials
- What Every Licensee Should Still Be Hearing
- Legislation You Need to Know





WELCOME Peggy Wright Commissioner







Welcome OREC Investigators:



Riece Baker
Chief Investigator



David Hall



Patrick Schrank



COMPLAINT OVERVIEW

YEAR	TOTAL COMPLAINTS	CASES ENDED IN DISCIPLINARY ACTION*	CASES STILL IN PROGRESS**	
2022	436	82 🕇	3 👃	
2023	541	75	6	
2024	434	65 🕇	29 👃	
2025	170 🕇	7	50 🕇	



*Includes Letters of Caution

**Includes Cases Held in Obeyance





COMPLAINTS FILED BY LICENSEES

YEAR	COMPLAINTS FILED BY LICENSEES	% OF COMPLAINTS FILED BY LICENSEES	DISCUSSED COMPLAINT W/ BROKER	% OF LICENSEE COMPLAINTS DISCUSSED W/ BROKER
2022	102	23%	69	68%
2023	114	21%	79	70%
2024	103	23%	65	63%
2025	48 🕇	28% 🕹	19 🕇	39% 👃







WHAT EVERY PSA SHOULD KNOW BEFORE DAY ONE

- 1. Chain of Command: OREC vs. OAR vs. MLS vs. NAR
- 2. The Broker's Role in Supervision
- 3. Licensable Activities & Broker Oversight
- 4. Scenario Practice







YOUR BROKER AND BROKERAGE

YOUR SUPERVISOR IN THE EYES OF OREC

MULTIPLE LISTING SERVICE

TECHNOLOGY SUITE

LOCAL ASSOCIATION OF REALTORS

LOCAL PROFESSIONAL ORGANIZATION

OKLAHOMA ASSOCIATION OF REALTORS

LOCAL PROFESSIONAL ORGANIZATION

NATIONAL ASSOCIATION OF REALTORS

NATIONAL PROFESSIONAL ORGANIZATION

OREC

STATE GOVERNING AGENCY FOR REAL ESTATE ACTIVITIES





BROKER PRE-LICENSING & BROKER-IN-CHARGE ESSENTIALS

- 1. Contract Oversight
- 2. Supervision & Office Policy
- 3. Complaint Process
- 4. Code & Rules Integration





WHAT EVERY LICENSEE SHOULD STILL BE HEARING

- 1. Contract compliance and timely delivery of documents
- 2. Handling of earnest money
- 3. Updated OREC forms and their use
- 4. Misrepresentation of license status
- 5. Rental scams, wire fraud, and consumer deception







WELCOME Grant Cody Executive Director





- 1. Right to Compensate Bill
- 2. Protects the option of cooperative compensation in Oklahoma
- 3. Stops the DOJ/Federal Government from prohibiting cooperative compensation
- 4. First state in the country to establish this law, preserving consumer choice
- 5. Making homeownership more affordable





What is deed theft?

- 1. Intentionally altering, falsifying, forging, or misrepresenting a document relating to real property with the intent to deceive, defraud, or unlawfully transfer or encumber ownership rights.
- 2. Misrepresenting oneself as the owner or authorized representative in order to obtain ownership or possession of real property.
- 3. Taking, obtaining, stealing, transferring title by fraud, forgery, larceny, or any other fraudulent or deceptive practice.





What does this bill aim to do?

- 1. Makes deed theft a felony crime
- 2. Requiring real estate licensees to complete continuing education on deed theft.
- 3. Requires OREC to promulgate administrative rule(s) establishing a set number of hours on deed theft for every licensee to complete prior to license renewal





Wholesaler Requirements

- 1. Disclose assignment intent in writing before any agreement
- 2. Include prominent legal advice disclosure in contracts
- 3. Provide full contact info and total compensation on agreements
- 4. Deposit earnest money in an Oklahoma FDIC-insured institution
- 5. Include OREC-created cancellation notice with purchase agreements





Consumer Protection

- 1. Mandatory disclosures at transaction start
- 2. Two-day penalty-free cancellation window
- 3. Failure to disclose = void contract + homeowner keeps earnest money





ACTION YOU CAN TAKE TODAY







1. MISREPRESENTATION & DISHONESTY

- ➤ False Promises or Misleading Advertising

 Making substantial misrepresentations to influence or persuade others (§ 858-312 #2; 605:10-17-5; 604:10-9-4)
- ▶ Fraudulent or Improper Conduct Engaging in dishonest, untrustworthy or improper dealings (§ 858-312 #8; 605:10-17-4)
- ▶ Bad Faith or Incompetence Actions that show lack of skill or care (§ 858-312 #13)

2. BROKER DUTIES & SUPERVISION

- Neglecting Broker Responsibilities
 Violating duties in § 858-351 through § 858-363 (§ 858-312 #3)
- ▶ Improper Supervision or License Use Lending a Broker License, or failing to supervise associates (605:10-17-4 #7)

3. HANDLING OF MONIES OR PROPERTY OF OTHERS

➤ Failure to Remit or Account

Not turning over funds, documents, or property belonging to others (§ 858-312 #6)

4. UNDISCLOSED INTERESTS

- ➤ Buying/Selling property for Self or Owned Entity Without Disclosure

 No written disclosure or notice to other party of self purchasing/selling interest (605-10:17-4 #2; 605-10:17-4 #3; 605-10:17-4 #8)
- ➤ Failure to Disclose Familial Relationship

 No written disclosure or notice to other party immediate family relationship (605-10:17-4 #21)
- ➤ Failure to Disclose Beneficial Interest

 No written disclosure or notice to other party of beneficial interest, compensation, or ownership interest in product/service to transaction (605-10:17-4 #21)

5. DOCUMENT & CONTRACT ISSUES

▶ Incomplete or Vague Contracts
Procuring signatures on contracts without required terms like price, dates, payment method, or property description (605-10:17-4 #5)





6. ADVERTISING VIOLATIONS

- ➤ Unauthorized Listings or Signs

 Advertising or posting signs without owner permission (§ 858-312 #11)
- ➤ Failure to Identify as Licensee
 Advertising without disclosing as a licensed agent (§ 858-312 #20)
- ➤ Failure to Advertise with Proper Broker Reference
 Associates must include Broker's Reference prominently and conspicuously in a way
 that such Broker's Reference should be at least half the size of the Associate's
 Reference (605:10-9-4 B #3)

7. PROPERTY ACCESS

➤ Unauthorized Entry

Accessing or allowing access to a property without owner's consent (605:10-17-4 #17)

8. GENERAL VIOLATIONS

➤ Violating any Commission Rule or Law Includes any breach or violation of the Oklahoma Real Estate License Code (§ 858-312 #9)

STAY COMPLIANT, STAY LICENSED!

Review OREC rules regularly to ensure compliance with rule and law changes. Document everything in transactions clearly and thoroughly. Communication with clients and other licensees is always key!







Q & A







TAKING ACTION





10 MINUTE BREAK

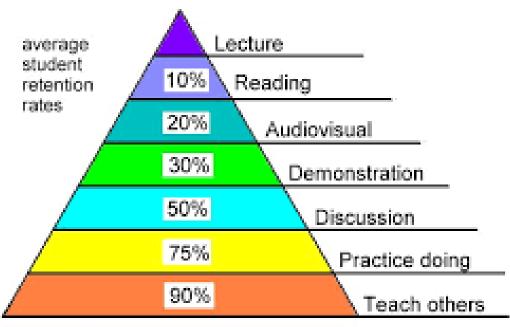




Session Three: Course Design & Curriculum Planning



Learning Pyramid



Source: National Training Laboratories, Bethel, Maine





1. The Cone of Learning Myth

- 1. "We remember 10% of what we read..." totally made up.
- 2. These fake percentages were wrongly attributed to Edgar Dale's "Cone of Experience."





2. The Learning Styles Myth

- No evidence supports the idea that people learn better when taught in their "preferred style" (visual, auditory, kinesthetic).
- Over-focusing on styles can distract from effective instructional design.





What Does Work?

- 1. Multimodal learning combining visuals, sound, movement, and interaction
- 2. Active engagement asking questions, using real scenarios, doing the task
- 3. Spaced repetition revisiting content over time
- 4. Emotional relevance stories and scenarios that connect to real life
- 5. Self-explanation asking students to explain what they've learned





STORYTELLING AS STRATEGY

Why Storytelling Works

- 1. Adults retain stories up to 30% better than facts alone (EdTech Magazine, 2022)
- 2. Over 50% of adult learners prefer examples, scenarios, or case studies over slides or definitions (HBR, 2023)
- 3. Stories build emotional relevance, real-world connection, and long-term retention





STORYTELLING AS STRATEGY

Use Storytelling in Your Courses To:

- 1. Explain complex concepts
- 2. Demonstrate Consequences
- 3. Make Abstract Ideas Practical
- 4. Open Class with a Hook





TEACH THE WHY, NOT JUST THE WHAT

Compliance Without Context Doesn't Stick

- Adults remember what they understand
 not just what they're told.
- Teaching only the rule = memorization.
- Explaining the "why" behind the rule = understanding.
- Understanding = better retention and real-world application.





TEACH THE WHY, NOT JUST THE WHAT

EXAMPLES

Rule	What You Might Say	How to Add the "Why"
Brokers must supervise all advertising	"This is required by OREC."	"Because one misleading ad can damage public trust and trigger hefty fines."
Licensees must disclose all material defects	"It's the law."	"Because buyers rely on you — and nondisclosure could lead to lawsuits or license suspension."
Fair Housing	"This is a protected class."	"Because we're protecting the consumer's legal right to housing — not just avoiding penalties."





GAGNE'S NINE EVENTS OF INSTRUCTION

Step	What It Means	Real Estate Course Example
1. Gain Attention	Start with a hook — a	"What's the most expensive mistake you've seen in a
	question, stat, or story	contract?"
2. State Objectives	Tell learners what they'll	"By the end, you'll know how to draft an accurate buyer
	know/do	agreement."
3. Recall Prior	Connect to what they	"Who's used this form before? What questions came up?"
Knowledge	already know	
4. Present The Content	Deliver the new	Teach the form sections, terms, legal framework
	information	
5. Provide Learning	Give examples or tips	Walk through a sample with highlights or scenarios
Guidance		
6. Elicit Performance	Have them try it	Give them a partially filled-out form to complete
7. Provide Feedback	Tell them what's correct,	Group discussion or instructor debrief
	what's not	
8. Assess Performance	Test understanding	Quiz, peer review, or scenario wrap-up
9. Enhance Retention &	Help them connect to	"When will you use this form again? What could go wrong if
Transfer	future use	you don't?"





SETTING HIGH STANDARDS: WHY EXPECTATIONS MATTER

- When instructors set high expectations, students are more likely to succeed.
- Known as the Pygmalion Effect:
 Students internalize your belief in them.
- Research shows this improves engagement, performance, and equity.





SETTING HIGH STANDARDS: HOW TO SET HIGH STANDARDS

Practical Strategies

- Set clear learning objectives from day one
- Explain participation & attendance expectations early
- Give consistent, constructive feedback
- Model professional behavior and mindset







TAKING ACTION





10 MINUTE BREAK





Session Four: Roundtable Discussions



WORKING LUNCH

EACH TABLE WILL DISCUSS

- 1. What should we stop doing in Oklahoma real estate education?
- 2. What should we start doing?

PICK ONE OF THE FOLLOWING:

- What's holding you back from improving your courses/school?
- Why licensees fail and how we can help them?
- How we can get licensees engaged in continuing education prior to license renewal?
- Marketing education classes effectively.
- What makes a premium educator?
- Questions every educator should be asking pre-license students.
- What partnerships could you build locally to expand your school's reach?





WORKING LUNCH

WHAT TO DO NOW

- 1. Pick a Scribe
- 2. Select a Reporter
- 3. Select a 3rd Prompt







TAKING ACTION





10 MINUTE BREAK





Session Five: Al, Automation & Systems



USING AI TO STREAMLINE COURSE CREATION

- 1. Rewrite learning objectives or descriptions
- 2. Generate quiz/test questions
- 3. Brainstorm lesson hooks or scenarios
- 4. Reformat course outlines
- 5. Create scripts for role-play or discussion





VISUAL TOOLS: CANVA, FIVERR & BRANDED DESIGN

Canva (Free or Pro)

- Slide, flyer, certificate, and course guide templates
- Drag-and-drop interface
- Add your logo, brand colors, and icons

Use Canva for: slides, outlines, evaluations, social media graphics

Fiverr (Freelance Marketplace)

- Affordable help designing decks, infographics, or branded materials
- Search: "education branding," "PowerPoint templates"
- You can provide current slides for a refresh

Use Fiverr for: leveling up design without doing it yourself





SURVEYS & FEEDBACK TOOLS TO IMPROVE YOUR COURSES

Great educators constantly ask: "How can I make this better?"

Feedback helps you adjust pacing, refine delivery, and spot what's working (and what's not).

Even a single-question survey can drive improvement when used regularly.

Survey Tools to Try:

- Monday.com Automate and track trends across students, courses, or instructors
- Google Forms Quick, mobile-friendly, free
- Typeform Clean interface, great for longer or interactive surveys





SYSTEMS & PLATFORMS TO SUPPORT COURSE DELIVERY

YOUR BUSINESS IS ONLY AS GOOD AS THE SYSTEMS IT OPERATES





SYSTEMS SELF-EVALUATION

TAKE 5 MINUTES TO COMPLETE THE EVALUATION







TAKING ACTION





10 MINUTE BREAK





Session Six: Engaging the Modern Learner



ATTENTION & RETENTION IN HYBRID AND VIRTUAL LEARNING

Key Challenges

- Adults are overwhelmed, distracted, and multitasking
- Attention spans: 8–10 minutes per concept (HBR, 2023)
- Engagement boosts retention by 25–60% (JAP, 2022)





ATTENTION & RETENTION IN HYBRID AND VIRTUAL LEARNING

Instructor Strategies That Work:

- Micro-content: Break into 10–15 minute chunks
- Polls & Check-ins: Use Zoom polls or Mentimeter
- Movement: Have learners write or stand up
- Recall: Ask "What did we learn 10 minutes ago?"
- Outcome reminders: Tie content back to real-world impact





INTERACTIVE TOOLS: LIVE POLLS, GAMIFICATION & QUIZZES

Why Use Interactive Tools?

- Boost engagement, focus, and retention
- Support active learning through real-time input
- Break up long lectures and re-energize the room





SUPPORTING MULTILINGUAL & DIVERSE ADULT LEARNERS

Strategy	Description	
Plain Language	Avoid jargon-heavy or overly legal phrasing — simplify where possible	
Chunking content	Break information into smaller sections with pauses/check-ins	
Visual reinforcement	Use icons, timelines, diagrams — not just text	
Bilingual Handouts	If possible, provide materials in English + the learner's first language	
Encourage peer teaching	Pair bilingual learners with others for peer support	
Speak slowly & clearly	Enunciate without "dumbing down" — use real-world examples	
Check for understanding	Ask learners to rephrase or explain in their own words	







TAKING ACTION





10 MINUTE BREAK





Session Seven: Keeping Courses Relevant

& Effective Testing Strategies



6 SIGNS YOUR COURSE MAY BE OUTDATED

- 1. "I've heard this before." If students are saying this in the first 10 minutes, you're likely recycling content too often.
- 2. References old laws, rules, or form names If your slide still says "OREC Contract 2018 version," it's time to update.
- 3. Outdated terminology or tech "Fax the offer" or "CD-ROM materials" aren't just dated they reduce credibility.
- 4. No connection to current market conditions Students need help applying laws to today's market, not just theoretical ones.
- 5. No reference to recent headlines, cases, or news- Courses that don't reflect today's market feel disconnected and irrelevant.
- 6. Your examples haven't changed in 3+ years Even if the content is still technically "correct," old stories don't carry the same impact.





WRITING BETTER QUIZZES & TESTS

Instead of this	Try this instead
"What year was the Fair Housing Act	"Which of the following scenarios would
passed?"	violate the Fair Housing Act?"
"Define 'latent defect'."	"A cracked foundation not visible during
	inspection is an example of what?"
"What type of agency relationship is	"Which of the following best describes
formed by a listing agreement?"	the relationship between a broker and a
	seller under the Oklahoma Broker
	Relationships Act?"
"What must be disclosed on the Property	"A licensee is aware that the property has
Condition Disclosure form?"	flooded twice, but the seller did not
	include it on the disclosure form. What is
	the licensee required to do under
	Oklahoma law?"





TIPS FOR BETTER TEST & QUIZ DESIGN

- Use real-world scenarios that mirror what they'll see on the job
- Mix in multiple-choice + open-ended for variety and critical thinking
- Avoid "gotcha" questions reward comprehension, not trickery
- Keep it brief but purposeful: 5–10 questions per section is ideal
- Use quizzes as **learning tools**, not just grade checkpoints







TOOLS & RESOURCES





SUBMIT FEEDBACK

- 1. OPEN CAMERA APP
- 2. POINT PHONE TOWARDS THE CODE
- 3. TAP ON THE LINK



