

## MARKETING & SPONSORSHIP IDEAS FOR REAL ESTATE SCHOOL OWNERS

Idea	Description
Private CE for Brokerages	Host branded CE days with food or sponsor support
Compliance Workshops	Offer a broker-owner compliance checkup with CE credit
Custom CE Paths	Partner with brokerages to create CE tracks for their agents
Broker Panels	Invite multiple brokers to speak during CE for cross-promotion
Onboarding Packages	Integrate CE with new agent onboarding
Sponsored Refreshments	Let lenders/title sponsors cover coffee or lunch during CE
Co-Teaching with Vendors	Collaborate with inspectors or appraisers for applied content
Vendor Spotlights	Feature sponsor intros during class breaks
Branded Class Materials	Print sponsor logos on notepads, folders, or slides
Co-Branded Certificates	Add sponsor logos to CE completion certificates
Apartment Association CE	Deliver leasing/fair housing CE in multifamily settings
Credit Union Workshops	Offer co-branded homebuyer or investing classes
Investor Meetup Courses	Teach CE focused on investing with local clubs
Workforce Reentry Training	Partner with job centers or nonprofits for skill-based licensing training
Referral Program	Offer incentives to students who refer others
Social Media Reels	Create short clips with brokers or past students
Instructor Q&A Live	Host live sessions on IG or Facebook to promote trust

<b>Idea</b>	<b>Description</b>
LinkedIn Testimonials	Share graduate success stories and tag them
Lead Magnet Downloads	Offer free CE planning tools to build your email list
“I Passed!” Grad Kits	Give branded giveaways to new licensees post-exam
Alumni CE Discounts	Reward returning students with loyalty pricing
Graduate Spotlights	Feature past students who are thriving in the field
Alumni Webinars	Quarterly Zooms with past grads to foster community
Brand Ambassadors	Empower alumni to promote your school to others
Co-Teaching with Experts	Bring in outside speakers to co-lead CE classes
Sponsor Topic Input	Let brokers or partners suggest class topics or pain points
Featured Partner Badge	Highlight a rotating sponsor on your site or email
Branded Swag Distribution	Provide pens, tumblers, or bags at in-person CE events
Sponsor-Funded Stories	Post success stories sponsored by a partner or brokerage
CE + Social Events	Mix CE with networking or themed dinners
“Brunch & Broker Duties”	Make CE fun and sponsor-supported with themed titles
Dual-Track Events	Let brokers sit in a CE tailored to their needs while agents do another
Sponsored Headshots	Invite a photographer sponsor to capture student headshots