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After Real Estate School BootCAMP Earns State Approval

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The new real estate BootCAMP workshop, created through After Real Estate School, Inc. (ARES) and led by Certified Real Estate Mastery Coach Kerri Herry, has been approved for 11 continuing education hours according to the Florida Department of Business and Professional Regulations (DBPR), the state agency charged with licensing and regulating more than one million Florida businesses and professionals.

For licensed sales associates and brokers, this approval makes attendance to the popular eight-day local BootCAMP an option in order to fulfill their obligatory two-year continuing education in required subjects as mandated by the Florida Real Estate Commission.

To be awarded the prestigious designation in recognition of her professional status as a Certified Real State Instructor, Coach Kerri satisfied education and experience requirements, then passed a 90-day state evaluation of her teaching abilities and course curriculum. According to Linda Ellison, operations analyst with Bureau of Education and Testing, ARES' certification process required a complete review of Coach Kerri's authorized 204 pages of BootCAMP course material, learning objective and timeline.

"Obtaining curriculum certification by DBPR supports my passion to provide Realtor® education beyond what is taught in real estate schools or provided by local brokerages," explains Coach Kerri. "I developed BootCAMP to assist Realtors® in realistically and immediately implementing strategies top agents use to maximize production and profitability, executing strong business plans and budgets, acquiring the best lead sources, creating sharp listing presentations and implementing proven buyer and seller processes. This workshop is different than any other because it is action-based (the agents do the activities), and it's Southwest Florida-specific. Agents leave with confidence because they have mastered the nuances of working within a sophisticated luxury, destination market setting," she adds.

According to Bonita Springs Estero Association of Realtors® (BEAR) Professional Development Director Meighan Harris, BootCAMP is receiving the highest positive agent feedback through post-class surveys. "Agents appreciate that Kerri has been a top agent in the area and has actually done what she's asking them to do. Her methods are proven," Meighan said. The next 8-day camp will be held Monday, October 19 through Thursday, October 22 and Monday, October 26 through Thursday, October 29 from 9 a.m. until 3:30 p.m. at the BEAR training facility located at 25300 Bernwood Drive in Bonita Springs. The eight-day workshop costs \$1,100 per agent and includes daily lunch and all workshop materials. Class size limited to 30.

Coach Kerri brings more than two decades of entrepreneurial business sales experience from Washington, D.C. She began her career in Southwest Florida as a top real estate sales producer for Gulf Bay Group of Companies where she procured over \$42 million in sales her first year. She is a certified master real estate coach by International Training Alliance and has been one-on-one coached by both Keller Williams MAPS and The Mike Ferry Organization. In 2014, Coach Kerri founded ARES, Inc. a Real Estate Career and Business Development coaching company that offers one-on-one and team development coaching and skills training. She currently coaches some of the area's top teams and independent agents to their highest potential.

To register for BootCAMP, call the Bonita Springs-Estero Association of Realtors® at 239-992-6771 or Coach Kerri directly at 239-398-3848.