



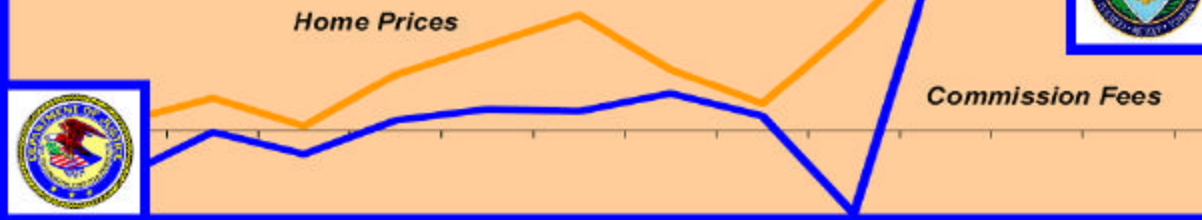
North Idaho Real Estate Academy

The Choice for Real Estate Education in Idaho

A new **HOT** Topic **4-HOUR** Live, Elective, CE Course for
Brokers, Associate Brokers, & Agents

Broker Competition: *Issues and Answers*

Based upon the 2007 Workshop REPORT published by the
Federal Trade Commission and the U.S. Department of Justice



Course Objectives:

“Competition provides American consumers with lower prices, better quality service, and greater choice. Fair and open competition must be provided to all consumers”. Broker commissions exceeded \$60 billion in 2005, as reported to Congress by the U.S House Financial Services Subcommittee on Housing and Community Opportunity. The **Federal Trade Commission** (“FTC”) and the **Department of Justice**, *Antitrust Division* (“DOJ”) held a public *Workshop*, culminating, after two years at a cost of over \$1 million, producing the most comprehensive governmental report to date on the subject of *Broker Competition*. An *analysis* of the findings in this specific *Report*, is the entire **Course Objective**. A structured and approved classroom presentation of the highlights of this *Report* is **not** antitrust behavior. Registrants will participate in a NAR® antitrust assessment exercise reviewing current antitrust *Guidelines* that define what **is** and what **is not** recognized as antitrust practice under the Law.

Brief Course Outline

- ✓ A Licensee **Antitrust Litmus** test.
- ✓ The FTC reviews a typical *RE Transaction*.
- ✓ What are *nontraditional Business Models*?
- ✓ Full Service & Discount Brokers.
- ✓ Fee-for-Service Brokers.
- ✓ Virtual Office Website Brokers.
- ✓ FSBO Service Brokers.
- ✓ Broker competition on the **Internet**.
- ✓ Gaps in consumer knowledge.
- ✓ Broker **concentration** effects.
- ✓ **Service** dimension competition
- ✓ **Price** dimension competition
- ✓ “*The Tragedy of the Commission.*”
- ✓ DOJ scrutinizes *MLS Rules*.
- ✓ **Steering**, as an obstacle to competition.
- ✓ DOJ & FTC **Workshop Conclusions**

Where: North Idaho
Real Estate Academy
1710 N. 4th Street, Ste 105
Coeur D Alene, ID 83814

When: **JANUARY 14th 2009**
Wednesday
1:00 to 5:00PM

Instructor: John S. Hollar Jr., BS/BA, MBA
IREC Certified Instructor

Tuition: \$49.00

IREC Approval# E-0655

Register: 208-664-1898

<http://nireaonline.com/register.htm>

Bring your Laptop to Class