



# Learning Through Quadrantine

WHY EDUCATION IS  
MORE IMPORTANT  
THAN EVER

*A thorough Q&A discussion  
on education's place in a  
post-coronavirus world.*

A REAL ESTATE EBOOK FROM



# Answering the Big Questions

WHEN IT COMES TO EDUCATION AND COVID-19



The spread of COVID-19 has completely altered every aspect of our lives. From the fashion city of Milan to the farming towns of midwestern America, there is not a single area or industry in the world that has not been affected by the pandemic. This includes the world of education.

In this ebook, we discuss how coronavirus has affected the education industry and what we're doing at The CE Shop to help our real estate students complete their educational requirements. This Q&A piece is a fantastic way to gain an understanding of how education can help us all push past this crisis and surge into the future.

So how will the pandemic affect real estate agents and brokerages regarding real estate education? Let's dive in and find out.

# WHY IS EDUCATION FOR AGENTS MORE IMPORTANT NOW THAN EVER BEFORE?



The way we conduct our day-to-day business has changed drastically because of the pandemic. With the speed of these changes, there's a greater need for agents to stay current. Keeping them informed helps them do their jobs successfully. When they benefit, so too does the client and the community.

As educators, we need to support them as much as we can through engaging courses and a tailored adaptive learning environment. Staying informed with the latest news is one thing, but knowing what to do with that news and how to adapt your business is where education comes in.



# HOW IS EDUCATION EVOLVING DURING THE PANDEMIC?

It's very clear that education is moving into the digital sphere, specifically online and apps.

This change indicates a generational shift to Asynchronous Learning philosophy - learning that does not occur in the same place or at the same time. This provides the student convenience and independence from a single location and a rigid class schedule. They learn when they want and where they want, and they can stop and start at their whim.

An example of this shift can be seen by the recent Chinese government instruction that a quarter of a billion full-time students resume their studies through online platforms. This is considered to be the biggest student migration in human history and is something we're seeing in the U.S. as well, with 26 million students from higher education institutions now taking online classes.

As technology has improved over the last few decades, the shift from in-person to online learning has been inevitable. The pandemic has drastically sped up that shift and shined a light on the indisputable benefits of learning from anywhere at any time.

# HOW IS THE CE SHOP HELPING AGENTS DURING THIS CRISIS?

We've always been 100% online. Agents can learn wherever, whenever, and courses are available on any mobile device. For us, a good education is all about convenience and working around a busy professional's hectic schedule.

Because we're online, we've seen a large surge in students taking our courses during the pandemic. As brick-and-mortar schools closed down in observance of stay-at-home orders, students had no way of completing their requirements in person, so they turned to online options. We've kept a close eye on our broker partners and associations and made the following changes to help them transition to an online learning environment:

At the end of the day, we want to keep our students updated, informed, and ready for any obstacle that comes their way. This ability to adapt will help further grow their business and be a valuable asset to their community.

**CUSTOMER SERVICE SUPPORT:** We ramped up hiring to be able to still offer customer support 7 days a week, even in the face of an influx of new students.

**COVID-19 COURSE:** Our Curriculum team created a free 3-hour COVID-19 course for agents called [Doing Business During COVID-19](#). This course is designed to help agents work safely but effectively during the pandemic and to stay aware of best practices.

**AGENT ESSENTIALS RESOURCE PAGE:** Our team of experts creates daily content for our [Agent Essentials resource](#) pages to further help agents stay informed even when they aren't taking their regulatory education. We have blogs, podcasts, videos, and ebooks that cover the real estate industry from front to back.

# HOW IS THE CE SHOP POSITIONED FOR THIS SHIFT IN EDUCATION?

For years, we've built our courses using an inquiry-based learning strategy. Rather than just presenting the facts, an inquiry-based methodology is an active form of learning that poses questions, problems, and real-life scenarios. This method is proven to improve critical thinking skills and spark curiosity for further learning, and it provides a much better learning experience than just reading and regurgitating information.

With this implementation, we've also invested over \$2 million in developing our own Learning Management System called LEAP 2.0. Students can now take their courses on any device with a streamlined design that's intuitive and concise. Our goal is for our courses to be the easiest system to learn on, whether you've taken 30 online classes before or if this is your first time.

It's through these investments in our education that we provide additional value and resources to our brokerages.

# HOW CAN THE CE SHOP HELP YOUR BROKERAGE IN A POST-COVID-19 WORLD?



Our online real estate education helps fuel brokerage recruitment and retention. We support their agents through an industry-leading education and customer support team that is there to help them throughout their career. Being 100% online insulates brokerages from the competition typically found in brick-and-mortar classrooms. We recognize that agents need to be in the field actually selling to clients, and our education respects their time and lets them get back to doing what they do best.

Our sales team has also seamlessly adapted to the pandemic through one-on-one Zoom calls and virtual career nights. We're utilizing technology to fully support our partners and will continue to do so in order to provide an education that helps agents succeed.

# HOW CAN EDUCATORS HELP THE WORLD RECOVER FROM COVID-19?

It's important to properly educate our audience with things that will directly help them. In the end, the student is number one, and instead of instilling fear with hypotheticals, it's important to educate on the concrete facts of the situation.

At The CE Shop, we're making things easier on our students by staying in close contact with every state's regulatory body. There have been a lot of education dates shifted around in the midst of all of this. To keep our students informed, we put together a [COVID-19](#) page on our site that specifically lists all of these changes as well as any other important information surrounding their education.

In real estate, most transactions are spurred by a major life event. Marriages, divorces, having children, the children leaving the nest; there's a nurturing opportunity in the heart of every deal. Step in, play your part, and take on the energy of a teacher while you work with your clients.



# HOW DOES A REAL ESTATE AGENT STAY INFORMED GOING INTO THE FUTURE?



Every agent should have a continued eagerness to learn. Learning isn't just about knowing how to approach your contracts or what to do when a bad inspection comes back. It's about adapting with the times and continuing to grow your career through exemplary service.

We're fortunate enough to be able to teach over 35,000 agents a month, and our success has come from our commitment to providing the best education. Our students are some of the best-informed agents in the industry, and they come to us with an eagerness to learn so that they can better serve their clients.

# WHAT DOES THE FUTURE OF REAL ESTATE EDUCATION LOOK LIKE?

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The future of education will see a further embracement of technology like VR and online learning. There will be more collaborative peer-to-peer discussion groups and an increase in professional how-to videos with more data-driven methods of learning.

Through these new mediums, we will gather unprecedented information and understand more about people's learning habits than ever before. This information will allow us to further tailor our courses and feedback to meet the learning needs of our students.



# WHAT DO YOU SAY TO AN AGENT WHO'S NERVOUS TO TRY ONLINE EDUCATION?

Fear is always the biggest issue when it comes to trying something new. When elevators were first invented, people were so scared of them that elevator operators were hired just to push buttons all day. They afforded a kind of security that the steel box you're locking yourself inside wouldn't close and never let you out. For online education, we can't employ someone to take the courses for you, but we can offer students a no-risk option that's no scarier than an elevator.

All of our Pre-Licensing courses can be accessed with a 5-day free trial that includes everything except the final exam. We understand that time is money, so we fully support our students starting a free trial before purchasing.

# HOW CAN EDUCATORS “CORONA-PROOF” THEIR PRODUCTS AND SERVICES?



We don't believe in "corona-proofing." Think about it, who among us thought back in February that things would escalate as far as they have? The effects were unpredictable. So instead of playing Nostradamus, focus on serving your customers. Figure out their needs and determine how you can meet them.

As long as educators are dedicated to providing the best education to their students and doing so with the heart of a teacher, their business will thrive.

# About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

