



Marcie Roggow

ABR/M, CCIM, CRB, CRS, DREI, GRI, SRES

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REALTOR, Real Estate Developer/Investor, National Real Estate Educator, Expert Witness, and fun loving Mom and Grammy...all describe the roles that Marcie has on a daily basis.

“Energetic, enthusiastic about her topic, precise in her delivery, captivating, and AWESOME”

are some of the adjectives from student critiques to describe her presentations. What you need to know about Marcie is that she is *absolutely committed* to the real estate profession on every level. Licensed since 1971, she has served in virtually every capacity including President in 1985, her state association as Regional Vice President, the National Association through numerous committees including Risk Management, Business Issues, License Law, and for many years served on the Political Affairs Committees. She served as the National Trainer for REBAC and co-authored the ABR, ABRM, and Land 101 courses for REBAC. She is a Charter Member of CRS and has served as CRS Chapter President in 2 states: Iowa and Dakotas. She has been named CRS of the Year in both states as well. On the national level, her list of committee work, including executive committee and Board of Governors and commitment to the organization to lengthy and full of great memories. She also is an active member of the CRB official family having served on their Board of Directors as well. Recently she has become active in the SRES designation program by training nationally as well as assisting in the rewrite of their course program. Her commitment to real estate education is evidenced by her own long list of designations...all of which are not only education but transaction based! In other words, she walks the walk and talks the talk of a real estate professional!

She continually improves her own skills by not only taking many real estate related courses but is also an active member in the Real Estate Educators Association, where is has served as the national Treasurer, member of the Board of Directors and chairman of the National Conference two times.

She is also the author of the new Instructor Development Workshop being offered starting in 2007 entitled **“Customizing Course Presentations: Evaluating and Adapting Teaching Materials to Personalize Course Delivery.** A member of the National Speaker’s Association has been an invaluable asset to perfecting her delivery style and improving her training techniques on a yearly basis. Marcie is also a nationally recognized expert witness on real estate issues evidenced by the St Paul Companies using her taped testimony as training of other witnesses.

In her role as an educator, Marcie’s emphasis has always been on real estate law, specifically agency and disclosure issues. Starting in 2005 she realized that many of the problems involving the consumer and the brokerage companies revolved around not the violation of the laws or ethics, but instead violation of pure etiquette. As a result of research done by the Georgia Real Estate Commission and Jeremy Conoway’s Touchstone for Excellence, Marcie has created a Professional Excellence Series. The series is made up of 5 classes: Personal Skills for Professional Excellence, (Realtor Etiquette), Exceeding the Expectation of the Seller, Exceeding the Expectation of the Buyer, Insights to Communicating with Multi-Cultural Clients, and Risk Management for the Residential Specialist. Two of the classes have currently been approved to count as elective credit toward the CRS designation. A list of all of Marcie’s courses are on the back of this introduction. Marcie defines her role as an “educator” as “being the person who can change the behavior of the student and can influence them to want to achieve the level of competency that is expected of a true real estate professional.” While most of her topics are “serious by nature, the critiques always compliment the sense of humor with which the information is delivered. Marcie’s *signature course* “The Case of Missing Disclosure” is currently approved as mandatory education in several states. It won the Texas Association of REALTORS course of the year in 2005. Marcie’s column: the Case of Missing Disclosure was a favorite read in the former Buyer’s Rep Newsletter. Today that column can be found on her website and also through signing up for her electronic newsletter. Her ability to customize a program to meet the provider’s exact needs and to deliver it according to their state’s law has always been a real advantage when you hire Marcie as a presenter. Her list of sponsors is long! Here’s what some of them have to say:

“As Director of Professional Development and Education for the Austin Board of REALTORS for the last nine years, I have employed a great many instructors to teach at our academy. I can say without a doubt that Marcie Roggow is one of the finest instructors I have ever worked with. She is dynamic in her teaching style and completely knowledgeable in her subject matter. She is a true Professional.

Sally Yaryan, Austin Board of REALTORS

“Marcie is one of a few out of state instructors who truly understands Tennessee Law.”

Pug Scoville, Tennessee Association of REALTORS Education Director

“When it comes to understanding agency and disclosure laws, there is simply no one better!”

Jeff Nelson, CRB, CRS, 2000 CRB National President

Legal/Risk Management Series

Negotiating in Limited Dual Agency
Disclose, Disclose, Disclose
Case of Missing Disclosure
Legal Update for Licensees
Conflicts of Interest in the Real Estate
Transaction
Whose Commission Is It Anyway?
Will the Real Buyer's Agent Please Stand
Up

Designation Series

Senior Real Estate Specialist Designation
Personal Skills for Professional
Excellence, CRS Elective
Insights to Communication with
Multicultural Clients ,
CRS Elective, One Unit

Sales Skills Series

Negotiating with Multi Cultural Clients
Kiss, Bow or Shake Hands
Managing Small Investment Properties
Today's Opportunities with 1031 Exchange
Conducting a Successful Open House
Real Estate Investment Strategies

Professional Excellence Series

Personal Skills for Professional Excellence
Exceeding the Seller's Expectations
Insights to Communication with
Multicultural Clients
Exceeding the Buyer's Expectations
Risk Management for the Residential
Specialist

Keynote Addresses

10 Steps to Accepting Change
Where Have All the Good Times Gone
What If Tomorrow Never Comes
On a Scale of 1-10 Where Does Your Personal Life Fit In
Are We Teaching the Right Stuff?
A Case of Misoneism
Legislation and Regulations...Who Needs Them?

Products and Services

Broker's Policy and Procedures Manual
Unlocking the Mystery of Home Buying Power Point Presentation
Risk Management Forms and Company Agency Policies
Agency Relationships in Buyer or Selling a Home: Agency Disclosure Video, 9 minutes
Insights: Bring Your Hispanic/Latino Clients into Focus
Book: Buyer Representation for the Real Estate Professional
Buyer Agency Presentation Kit
Agency Disclosure Brochure

Realtor Organization Background

1999 Omega Tau Rho Award from NAR

1985 Iowa City Iowa Board of REALTORS President

CRS of the Year Iowa 1985, Dakota Chapter 2006

CRS Iowa Chapter President 1986, Dakota Chapter 2006

CRS Regional Vice President for 6 year term

Associate Vice President Iowa Association of REALTORS

Vice President Iowa Association of REALTORS

State Chair Political Affairs, Iowa Association

Served on virtually every committee locally and state association of REALTORS, CRS, CRB

National Board of Directors for CRS and CRB

NAR Risk Management, License Law, Political Affairs, Business Issues, Education, Marketing and Economic Research, Commercial Finance, Education Forum, Risk Management Forum, Agency Sub

Committee of Risk Management Committees

Served on the BB7 Buyer Agency PAG and the 2003 Buyer Agency PAG

Real Estate Education Experience

GRI Instructor

Caravan Instructor for South Dakota, North Dakota, Nebraska and Kansas Association of REALTORS

Presenter at NAR convention for years

Board Indoctrination Instructor for several boards

NAR Ethics Instructor

Course Coordinator for the CRS and CRB courses in Iowa

Attended an IDW every year since 1991

Trainer for First Realty GMAC Realty

Franchise Speaker for C21, ERA, ReMAX, Better Homes and Gardens/GMAC,

National REBAC Trainer and Train the Trainer for REBAC Updates

State Convention Speakers for Mississippi, Nebraska, Tennessee, North Carolina, Kansas, South Carolina, Tri State, Colorado, Virginia

Approved instructor in Iowa, Minnesota, ND/SD, Wyoming, Montana, Idaho, Oregon,

Washington, Colorado, California, Texas, Nevada, Indiana, Illinois, Michigan,

Massachusetts, Maine, Delaware, Georgia, Oklahoma, South and North Carolina, Rhode

Island, Kansas, Mississippi, Missouri, Virginia, West Virginia, Wisconsin, Ohio,

Pennsylvania,

Customized training programs for independent companies, state associations, local boards, and franchise companies

Author of many articles throughout the real estate industry periodicals

Personal

Proud mother of Tricia, FBI agent; Troy, Edward Jones Broker and wife Michelle; Grammy to twins Kinsey and Katie – daughters of Troy and Michelle. Father Len Eichhorn was a Dale Carnegie Instructor, REALTOR in Lincoln, NE and the REALTOR of the Year in 1997.