

ASREB High School WORKSHOP SERIES

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For the past 8 years, the Arizona School of Real Estate & Business (ASREB) has been offering real estate classes for high school seniors at Chaparral High School in Scottsdale. A unique curriculum was developed for a two-semester course just for high school students and taught by one of our instructors, Brad Goddes. Brad was also a certified teacher employed by the Scottsdale Unified School District (SUSD) and a broker in the Valley. Brad developed the class into an extremely popular option for Chaparral seniors, teaching students everything about a career in the Arizona housing industry as well as valuable life skills.

The president of ASREB, Kevin McClure, Brad and I recently met with the Superintendent and Executive Director, Secondary Schools of SUSD to discuss offering this type of a program to the entire Scottsdale district. The new program consists of an hour lesson, taught at each high school campus by Brad, in addition to a 3-day Workshop Series held at our Scottsdale campus. SUSD saw the value and positive impact real estate education has on their high school students, specifically juniors and seniors, and approved the program.

Scottsdale high school students will now have the option to learn about valuable career information and useful life skills (upon principal approval for each school.) The free program is intended to arm high school seniors with fundamental knowledge they'll need after they graduate. Brad Goddes, Gayle Holland and Evan Einhorn share their view of this new workshop based on their personal experiences.

Workshop Series held at ASREB Scottsdale Campus: 6:30pm to 9:00pm

- Day 1: **Real Estate and Life Fundamentals**
taught by Bill Gray
- Day 2: **Real Estate Tool Kit**
taught by Kevin McClure
- Day 3: **Meet the Expert - Career Night**

Meet the Expert/Career Night will be catered by Sally Senorita and include students from various Scottsdale high schools. A panel of professionals in real estate, mortgage, home inspection appraisal and contractors will talk to students about the career, income levels and what it takes to be successful.

Graduate of Real Estate Principles (GREP) Designation After students complete the workshop a designation will be issued to be used as an added benefit for college applications and resumes.



BRAD GODDES
Former Real Estate Teacher,
Chaparral High School
Broker, Goddes Homes
ASREB Real Estate Instructor

Brad, can you tell me about your background and experience at Chaparral High School?

I started teaching science at Chaparral in 1998 (I was a Biology and Exercise Science major in college). In 2002, I decided to pursue a real estate license as a supplement to teaching. Over the years, I developed a passion for real estate and steadily grew my business. In 2006, I obtained my broker's license and founded Goddes Homes, Inc. - it was then that I thought about teaching a high school real estate course to the seniors at Chaparral. I approached Bill Gray and the Chaparral administration with the concept, and they immediately embraced it. We started classes the next fall.

How did Chaparral students like to learn about real estate?

Originally we planned for it to be a one-semester course. As the class progressed, the students requested that we extend it to a full year. The enrollment soon overflowed and the school administration created a second class. Not too long after that, the second class overflowed as well. There were more kids enrolled than seats available.

What was your experience teaching real estate education at the high school level?

It's a very beneficial class for high school seniors. Students are presented with many career options (numerous guest speakers come through the class), but equally important, real estate education is a life skill: how to fill out a lease, how to buy or sell a home, how to obtain a mortgage, etc. - these are important skills for graduating seniors. Plus, in one way or another, people in our area are connected to real estate. These students have lived through a historic boom and bust, and perhaps have seen their lifestyles change as a result. Consequently, it's a very relevant topic for many and education must continue to trend toward these types of courses.

What do you think the biggest takeaway is for high school students?

The potential of a career as well as helpful real-life knowledge. Going into real estate is not just about being a REALTOR®. Whether one pursues construction, property management, mortgages, appraisals, title, etc., there are many different choices within this field - this course opens their eyes to many possibilities. This class also emphasizes the importance of thinking about your financial future and the benefits of home ownership at a young age. When these students make their first purchase, the hope is that they will be well educated and informed.

What do you think the value is going to be with this new Workshop Series?

This workshop will offer students an insight into the world of real estate and a solid foundation to build upon. Plus, the designation that they'll earn will be a fantastic enhancement to a college application and/or resume. Although we're starting this workshop with SUSD students, I'd love to see it expand to many more school districts throughout the state.



GAYLE HOLLAND
Principal, Chaparral High School

Gayle, can you tell me a little bit about your professional background with SUSD?

I was first hired by SUSD in 1979. I taught social studies at a Scottsdale middle school and high school, before I was hired at Chaparral as assistant principal. I've been principal for the past 5 years and working for Chaparral for a total of 18 years.

What do you think the benefits are of a real estate education for high school students?

I think it's fabulous for these kids to learn real life skills. It's also interesting to see the diversity of the kids interested in this class. It's not always your straight "A" students or your most personable students - it's a variety of kids.

From what you've experienced, are students interested in real estate at this age for a career choice or for life skills?

We have a lot of kids that have decided by senior year to get a business career. For those kids, our counselors encourage students to take these business type classes. I also think real estate is a very popular career in Arizona, so it gives students useful information. The majority of our students go to college and this only helps them.



Chaparral High School Real Estate Students

A lot of feedback in terms of life skills comes from the kids after they graduate; they tell us how much they learned. When they're on their own for the first time, in an apartment or college dorm, it clicks with them - the knowledge is there and they're able to make the connection. Also, the feedback we've received from parents is all positive.

How do you feel about this new Workshop Series for Scottsdale Unified School District?

I think the more life skills and career choices we can equip our kids with the better. Our society puts so much concentration on testing and I believe a full-rounded view is important. Not everyone is supposed to be a valedictorian or go to Yale or Harvard, although we always have kids at Chaparral who do. I encourage kids to get into different types of activities to help them learn and grow - it makes them stronger people and better prepared to face the future. I appreciate the opportunity you're giving our kids.



EVAN EINHORN
Graduate, Chaparral High School
Mortgage Loan Officer at Bay Equity Home Loans

Evan, can you tell me about yourself?

I'm an Arizona native and graduated from Chaparral High School in 2010. I attended college at ASU and originally wanted to have a career in the sports industry, and ultimately did receive a business degree. I graduated from ASU in 2014 and I've been a Mortgage Loan Originator since summer of 2013.

How did the real estate knowledge you gained from Chaparral impact your life in high school and throughout college?

I was working as a host at a restaurant through senior year of high school. By October, while taking the class, I thought this would be a great side job. In March, I applied for a real estate assistant position with Keller Williams, left my restaurant job, and worked after school from 1pm-5pm. I turned 18 years old in April and decided to get my real estate license in May - my intention at the time was to get my license for the knowledge and keep it inactive. My passion grew in real estate, so in July before starting college, I left Keller Williams and became an agent. Throughout my full 4 years at ASU, my primary job was real estate.

I did about 20 deals a year and helped a lot of my friends at ASU find rentals. Real estate was way better than working at a restaurant; I was definitely making more money and I set my own hours. I was on a college scholarship, so I used the money I made to live comfortably, pay for my own rent and other expenses throughout college.

What overall value did you get from your real estate knowledge at a high school age?

When comparing my friends in college who didn't take the class, I had a lot more general knowledge than they did. During my freshman year in college, I felt comfortable living on my own and budgeting; I understood rentals and much more. Many of my friends looking to rent a place during college had no idea where to start - it was nice that I had those life skills.

I know people who took the class who wanted to buy a home a lot sooner than they would have if they didn't have the knowledge - some even bought a home in college or shortly after college.

Why did you shift from your degreed career to real estate?

After experiencing the corporate world during my internship in college, I realized it wasn't a fit for me. My exposure to the real estate world was a really great asset. I like working with people and love what I'm doing.

What would you say to juniors or seniors in high school about taking this Workshop Series?

When you're going out on your own to do whatever: 4-year college, community college or something else, there's just so much you don't know. Your parents will help you, but it's so much better to get advice from professionals. I think the workshops will be a great overview of what kids have to deal with in the future - it starts the wheels turning in your head.