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March 31, 2015

Ingrid Trillo  
CE Program Supervisor  
Nevada Real Estate Division  
2501 E. Sahara Avenue  
Las Vegas, NV 89104

**Subject:** April 21-24, 2015 Real Estate Commission Meeting

Dear Ms. Trillo:

Thank you for your email regarding our application for continuing education credit for our three-hour course, *Leading in the New World: The Neuroscience of Self*. We are disappointed by the staff recommendation to the Board to not approve the course, but we understand this is a new area of study and perhaps it is the first application you've received for a neuroscience-based program.

First, let me say that the NRED staff is in good company. We were originally denied accreditation by the Human Resources Certification Institute, but we revised our application and were approved in time for the first offering of the course. We hope we can repeat this success with you.

In the course, we tie together two important concepts for understanding the emotion part of our brains. The first is the SCARF model (Status, Certainty, Autonomy, Relatedness, and Fairness). These five elements are the sources of emotional pleasure and pain. Every real estate person will encounter these emotional drivers on a daily basis in themselves and in their clients and colleagues. We do an exercise during the seminar that helps the participants understand which of the five elements motivate and demotivate them the most. This understanding helps them prepare for the ups and downs of the day and realize what drives those feelings.

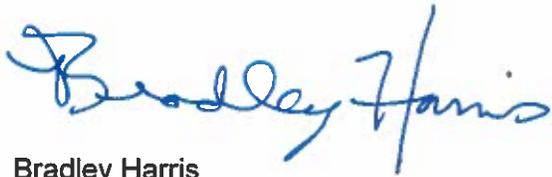
The other concept we use is Emotional Intelligence (EQ), a tool that's been used in business since the mid-1990s. EQ has been widely validated. For example, an analysis of 181 positions in 121 Worldwide Companies found that 67% of success factors were emotion-based, twice as many those tied to I.Q. or technical ability. This applied to a wide variety of job types, including sales and management.

EQ is, to a large part, about self-leadership. It includes self-awareness, self-regulation, and self-motivation; each is essential to success in selling real estate. When a salesperson meets with a client, he or she has to set aside all negativity and focus on the client in a positive, receptive, and empathetic way. We teach participants a simple exercise call "clearing the space" that allows them to label emotional distractions and set them aside.

As the research cited above shows, success in selling and managing is primarily the ability to use emotions in a positive way. If the NRED CE curriculum covers mainly technical aspects of real estate and excludes important information about managing ourselves, it does a disservice to Nevada real estate professionals, all of whom have to deal with the emotional challenges of selling property and running a business.

We hope the NRED staff and commissioners welcome our desire to add this science-based personal development course to the approved list of continuing education options.

Sincerely,

A handwritten signature in blue ink that reads "Bradley Harris". The signature is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Bradley Harris  
Co-owner  
NeuroSense Consulting