WEDTC – REAL ESTATE & VEHICLE SALES AGENT TRAINING

WEDTC EDTECH INSTITUTION

Communicate with Clarity, Lead with Confidence.

www.wedtc.rw

COURSE OVERVIEW:

This course equips learners with practical and theoretical knowledge to excel as real estate and vehicle sales agents in Rwanda. Participants will master property and vehicle market dynamics, legal frameworks, financial concepts, sales strategies, digital marketing, and professional client management.

WEEKLY MODULES:

Week 1 : ntroduction & Industry Overview

- Overview of Rwanda’s real estate and vehicle markets
- Key industry players: agents, brokers, dealerships, developers
- Roles, responsibilities, and professional ethics of agents
- Introduction to industry terminologies
- Understanding market trends and opportunities
- Basics of property and vehicle investment

Week 2 : Real Estate Fundamentals

- Types of properties: residential, commercial, industrial, agricultural
- Ownership and tenure systems in Rwanda: freehold, leasehold, customary land
- Lease agreements: drafting, lease terms, renewals
- Tenant rights and landlord responsibilities
- Property valuation methods: comparative, income, cost approaches
- Property marketing strategies: online and offline

WEEKLY MODULES:

Week 3 : Vehicle Market Fundamentals

- Vehicle classifications: cars, SUVs, trucks, motorcycles
- Vehicle import regulations and registration in Rwanda
- Vehicle ownership documents: title, registration, insurance
- Pricing, depreciation, and resale value assessment
- Vehicle inspection checklist: engine, bodywork, tires, mileage
- Market analysis for used and new vehicles

Week 4 : Legal & Regulatory Framework

- Landlord-tenant laws and property regulations
- Zoning laws, building permits, and development compliance
- Vehicle laws: roadworthiness, ownership transfer, licensing
- Licensing requirements for agents and dealerships
- Legal documentation for property and vehicle transactions
- Dispute resolution procedures

WEEKLY MODULES:

Week 5 : Real Estate & Vehicle Transactions

- Listing properties and vehicles for sale or rent
- Negotiation strategies and deal closing techniques
- Documentation and contract preparation
- Escrow accounts and payment processing
- Sales pipeline management
- Client follow-up and retention strategies

Week 6 :Financial & Investment Concepts

- Understanding principal, interest, loans, and financing options
- Asset appreciation and capital gains taxation in Rwanda
- Mortgage basics and vehicle loan structures
- Insurance: PMI, vehicle insurance, gap insurance, warranty options
- Seller’s market vs. buyer’s market dynamics
- ROI calculations for property and vehicle investments

WEEKLY MODULES:

Week 7 : Client Relationship Management

- Tenant and buyer screening techniques
- Customer service excellence and professional communication
- Handling complaints, objections, and negotiations
- CRM tools for tracking clients and follow-ups
- Relationship building with landlords, dealers, and investors
- Networking strategies for lead generation

Week 8 : Advanced Sales Techniques

- Upselling and cross-selling strategies
- Effective property and vehicle presentations
- Digital marketing and social media promotion
- Crafting compelling sales pitches and proposals
- Influencer partnerships and local advertising
- Closing high-value deals

WEEKLY MODULES:

Week 9 : Industry Terminologies (Comprehensive)

- Real estate: foreclosure, HOA, CMA, cap rate, tenant improvements, underwriting, property taxes, lease terms, etc.
- Vehicle dealership: MSRP, trade-in, CPO, APR, financing, residual value, gap insurance, depreciation, VIN, etc.
- OTA and transport-related terms for vehicle sales understanding
- Practical exercises: matching terminology with real-life scenarios

Week 10 : Practical Applications & Case Studies

- Real-life property and vehicle sales scenarios in Rwanda
- Roleplay exercises: client interaction, negotiations, and sales closing
- Property and vehicle listing assignments
- Evaluating investment potential and profitability
- Conducting mock inspections and market valuations
- Peer review and instructor feedback

WEEKLY MODULES:

Week 11 : Technology & Digital Tools

- Online platforms for property and vehicle listings
- Property Management Systems (PMS) and CRM software
- Vehicle history and inspection tools
- Digital marketing tools: social media, Google My Business, and local ads
- Data-driven market analysis
- Creating online portfolios and promotional content

Week 12 : Review, Assessment & Certification

- Recap of all modules
- Practical and theoretical assessments
- Individual project: create a property/vehicle listing and sales plan
- Preparation for professional agent certification
- Graduation ceremony and course completion acknowledgment

Conclusion

#WeDTC Rwanda

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