



**Training Proposal for:
Partners Trust Real Estate Brokerage & Acquisitions**

Small Business \leq \$50,000

ET15-0287

Panel Meeting of: August 22, 2014

ETP Regional Office: North Hollywood **Analyst:** L. Vuong

CONTRACTOR

- Type of Industry: Services
Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 36
 - Worldwide: 36
 - Number to be trained: 29

- Out-of-State Competition: No OSC
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 14%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$25,520
- In-Kind Contribution: \$39,765

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 SET	Business Skills, Computer Skills	29	8-60	0	\$880	\$27.09
				Weighted Avg: 40			

- Reimbursement Rate: Job #1: \$22 SB Non-Priority
- County(ies): Los Angeles
- Occupations to be Trained: Administrative Staff, Coordinator, Marketing Staff, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #1: \$5.17 per hour

SUBCONTRACTORS

- Development Services: Christine Bosworth, ED. D of The Rocher Group in Los Angeles, assisted with development for a flat fee of \$5,000.
- Administrative Services: Christine Bosworth will also provide administrative services for the amount not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

OVERVIEW

Found in 2009, Partners Trust Real Estate Brokerage & Acquisitions (PTREBA) is a real estate brokerage firm. PTREBA services include marketing, advisory and sales specializes in commercial property, multi-family, office, retail, industrial, land and single family investments. PTREBA also has exclusive presentation for Proto Home, a green/sustainable type of home building called hybrid construction. With patented technology and construction methods, Proto Home creates minimal waste and is extremely efficient. Headquartered in Beverly Hills, PTREBA has five locations in the Los Angeles area. This proposal targets five PTREBA locations along with subsidiaries Partners Trust, PTRE-P, LLC and Leverage Global Network,

Inc. PTREBA is the parent company to all the subsidiaries included in this proposal, which are located in the following cities: Beverly Hills, Los Angeles, Pasadena and two locations in Santa Monica. The Company is eligible for the Special Employment Training (SET) funding targeted for frontline workers. This will be PTREBA's first ETP Agreement.

Since 2009, the Company increased its workforce from 7 to 36 employees, and from one to five locations. PTREBA is currently in a growth mode with strategies to increase its customer base and services to both new and existing customers. The Company is committed to deliver "Best of Class" customer service, standardized processes and procedures across five locations, adapt to current industry changes and utilize new technologies to remain competitive in a fast-growing real estate market.

Training Plan

The Company is implementing new technology and operational processes and training is needed for all workers. ETP funded training will help the Company deliver formalized training to its workforce for the first time. The proposed training will upgrade workers job skills to become more proficient, competent, increase service, comply with real estate requirements and support the Company's growth. PTREBA anticipates the proposed training to begin during the second week of September. Classroom/Lab and Videoconference training will be delivered to all occupation as follows:

Business Skills – Training in communication skills, customer service, product knowledge and sales/marketing will expand trainees' knowledge of the Company's services/products and enable them to provide quality customer service to help support the Company as it continues to grow and compete.

Computer Skills – This training will allow trainees to effectively utilize the Company's automated systems. Trainees will learn all aspects of real estate applications, programs and documentations to support customers and manage overall business operations.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-60

Trainees may receive any of the following:

BUSINESS SKILLS:

- Business Performance
- Communication Skills
- Customer Service
- Sales
- Product knowledge
- Team Building
- Leadership
- Motivation
- Coaching

COMPUTER SKILLS:

- Microsoft Office Suite
- DocuSign
- Computer Programming/Digital Entertainment and Multimedia
 - Flash
 - Adobe
 - Illustator
 - Bizness/Apps
 - Appery.io
 - Mobile Roadie
 - The Appbuilder
 - Good Barber
 - Appy Pie
 - ApMachine
 - AppMakr
 - ShoutEm

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.