



**Business Retention and Expansion Fundamentals Course  
Business Retention and Expansion Coordinator Certification**

**Course Objectives**

By the time you have completed this workshop, you will be ready to coach a community on the best practices in developing and implementing a local BR&E visitation program.

Specifically, you will be able to:

1. Explain to community leaders the benefits and costs of implementing a BR&E visitation program;
2. Implement the steps which are necessary to successfully implement the program; and
3. Outline the best practices procedures for each of the steps in the program, relating these procedures to the evaluation research as well as using logic and utilizing best practice examples to adapt the program to a local situation.