

The Real Estate Brokerage Business

This is a one-credit course taught in grades 10-12. Students will acquire content knowledge and skills related to the real estate brokerage business. Requirements for office facilities, policies and operating procedures for effective operation, detailed tasks for marketing and listing real estate, commercial real estate sales, use of technology, and property management are topics addressed in the course. Laboratory experiences are an integral part of this course and may include field trips, job shadowing, internships, apprenticeships, etc. Buying and Selling Real Estate is a required prerequisite to this course.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

Marketing and Listing

Students will:

1. Create print and internet ads to market a real estate listing.
2. Prepare a real estate marketing brochure/flyer for a listing.
3. Develop ads for a company participating through internet real estate sites.

Property Management for Investors and Real Estate Professionals

4. Explain why administration and risk management is a critical component of real estate property management.
5. Describe functions of an agent managing client property.
6. Determine what tenant management records must be kept as part of risk management associated with the property and client.
7. Determine strategies to address issues before risks are encountered.
8. Access facility and physical maintenance and repairs required for the upkeep of rental property.
9. Discuss characteristics of effective tenant management to maintain a high occupancy level including an explanation of how a client's ability to pay rent on time is determined.
10. Critique elements of a good lease agreement.

Commercial Real Estate

11. Research factors to consider before deciding to become a commercial real estate agent or realtor.

12. Describe the areas of specialization for commercial brokers, realtors, or real estate agents.
13. Prepare commercial real estate leases utilizing recommended commercial lease calculations for different types of commercial property.

Real Estate Agency/Brokerage Operations

14. Describe the key operations of real estate/brokerage agencies.
15. Discuss the relationship between the broker and the real estate agent.
16. Determine the differences between the types of real estate brokerage companies such as residential sales and/or leasing, commercial sales and/or leasing, land sales, timber, agriculture, investment, etc.
17. Describe the roles and responsibilities that key personnel are involved in and the services provided by real estate agencies.

Office Facility, Polices and Operating Procedures

18. Determine characteristics of an efficient office space including accommodations for multiple agents, support staff, meeting and storage space, and receiving clients.
19. Select the necessary personnel to operate a successful agency.
20. Develop a written operations and procedures manual that provides step-by-step instructions for tasks necessary to operate a successful agency.
21. Assess the current and future state of the real estate industry in the United States.

Technology for Real Estate

22. Investigate ways technology may be used in a real estate agency to increase its clientele and income such as Web sites, e-mail, e-marketing, search engine optimization, blogs, social and business networks such as MySpace, Facebook, LinkedIn, Twitter, Instagram, etc.
23. Utilize technology tools for tasks such as contract management, word processing, presentations, Multiple Listing Service (MLS), Comparative Marketing Analysis (CMA), database management, spread sheet, accounting, financial management, etc.
24. Develop a detailed MLS Profile.