



Real Estate
Office Administration
Syllabus

Course Hours: 45

Instructional Mode

Distance Education

Learning Resources

Real Estate Brokerage, online text

Course Description

The Real Estate Office Administration course presents concepts used by brokers who own and manage successful real estate brokerage offices. The course presents various approaches to real estate brokerage management problems in order to prepare you to open and/or manage a real estate brokerage firm. It introduces you to the basic business concepts of planning for your business, obtaining financing, managing risk, marketing, and promotion. Additionally, you will become familiar with techniques to recruit and retain top sales associates. The course proposes methods to evaluate the profitability of both your sales associates and the business and discusses four proven ways of business expansion.

Learning Objectives

After completing this course, you will be able to:

1. Identify the steps and methods used to plan and start a brokerage.
2. Recognize the factors that create a real estate market and classify potential competition.
3. Recall the steps in managing risk
4. Distinguish between and identify sources of equity and debt financing.
5. Recall factors in selecting a facility.
6. Differentiate among types of commercial leases and their standard clauses.
7. Identify the purpose and the elements of a marketing plan.
8. Specify elements of effective advertising and recognize different marketing avenues.
9. Distinguish between leadership traits and management styles.
10. Differentiate between an independent contractor and employee.
11. Indicate methods brokers use to attract, qualify, and hire agents for their brokerages.
12. Identify long-term goals, short-term goals, and time management guidelines.
13. Recognize the value of training to increase retention of sales agents
14. Recognize the value of following ethical and legal business practices when operating a brokerage.
15. Recall the methods used to evaluate a business.

Course Time Frame

Students must spend at least 2 ½ weeks (18 days) on the course before the final exam may be attempted. The 18-day time period begins on the date you enroll in the course.

You may only complete one course every 18 days or two courses in any five-week period. If you are taking more than two courses at the same time, the other course(s) must wait their turn. The California Bureau of Real Estate (CalBRE) limits simultaneous completion to a maximum of two courses. It is important that you follow this CalBRE rule, or you will have to repeat your work.

Contact Information

Help Ticket: www.alliedschools.com/support.shtml

Instructional Support Toll Free: 888-751-2303

Student Services Toll Free: 888-925-4282

International: 949-707-5044

Fax: 800-898-9188

Hours: Monday - Friday, 7:00 a.m. to 6:00 p.m. PST



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Grading/Evaluation Policy

Evaluation is linked directly to the course objectives. Performance is measured by an online final exam. To complete this course successfully, students must complete: 15 Units including all reading assignments and successfully pass a Final Exam. The final exam consists of 100 multiple-choice questions, and you have 3 hours to complete it. You must answer 70% of the questions correctly to pass the final exam. If you do not pass the final exam, you may retake it after an 18-day period.

Course Outline and Grading Criteria

Unit Title	Hours	Assignment Title	Points Possible	Required to Pass
1: Introduction to Professional Property Management	3.00	Unit Quiz	10	<i>Optional</i>
2: Property Management Company	2.50	Unit Quiz	10	<i>Optional</i>
3: Working With Owners	2.50	Unit Quiz	10	<i>Optional</i>
4: Analysis Used in Property Management	3.00	Unit Quiz	10	<i>Optional</i>
5: Introduction to Management Plans	1.00	Unit Quiz	10	<i>Optional</i>
6: Creating a Marketing Plan	3.00	Unit Quiz	10	<i>Optional</i>
7: Leases	4.25	Unit Quiz	10	<i>Optional</i>
8: Tenant Relationships	3.50	Unit Quiz	10	<i>Optional</i>
9: Property Maintenance	1.50	Unit Quiz	10	<i>Optional</i>
10: Risk Management and Environmental Issues	3.50	Unit Quiz	10	<i>Optional</i>
11: Safety and Security Issues for Property Managers	2.50	Unit Quiz	10	<i>Optional</i>
12: Managing Residential Property	2.50	Unit Quiz	10	<i>Optional</i>
13: Commercial Property Management	3.50	Unit Quiz	10	<i>Optional</i>
14: Types of Commercial Property	1.50	Unit Quiz	10	<i>Optional</i>
15: Federal, State, and Local Laws	4.25	Unit Quiz	10	<i>Optional</i>
Final Exam	3.00	Multiple-Choice	100	70
Total	45.00		100	70

Student Integrity and Academic Honesty Policy

Allied Schools strives to encourage a spirit of honesty and integrity. This policy was created to foster a climate that promotes the most stringent academic standards. Violations of this policy will be dealt with using fair and consistent methods. Committing one or more of the following actions is considered unacceptable and constitutes a violation of this policy:

- Intentionally using or attempting to use unauthorized materials in any academic exercise;
- Intentionally aiding or attempting to aid another student to commit any act of academic dishonesty;
- Bribing or attempting to bribe, or making threats against any individual, with the intention of affecting a grade or an evaluation of academic performance;
- Falsifying any documents;
- Accessing the institution’s computer systems or files without proper authorization.