



Real Estate Office Administration Syllabus

Course Hours: 45

Instructional Mode

Distance Education

Textbooks / 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.

Course Objectives

After completing this course, you will be able to:

1. Identify methods by which you can 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 leases and their standard clauses.
7. Identify the elements of a marketing plan.
8. Specify elements of an effective ad and recognize different marketing avenues.
9. Distinguish between leadership traits and management styles.
10. Differentiate between an independent contractor and employee.
11. Recall the components of a recruiting strategy.
12. Identify long-term goals, short-term goals, and time management guidelines.
13. Name ways one can conform to ethical and legal business practices.
14. Recall the methods used to evaluate a business.
15. Distinguish between horizontal and vertical expansion and name ways to accomplish both.

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.

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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Course Outline and Grading Criteria

Unit Title	Hours	Assignment Title	Points Possible	Required to Pass
1: Starting a Brokerage Business	2	Unit Quiz	10	<i>Optional</i>
2: Analyzing the Marketing & the Competition	3	Unit Quiz	10	<i>Optional</i>
3: Managing Risk	3	Unit Quiz	10	<i>Optional</i>
4: Financing Your Business	2	Unit Quiz	10	<i>Optional</i>
5: Selecting a Facility	3	Unit Quiz	10	<i>Optional</i>
6: Negotiating a Commercial Lease	3	Unit Quiz	10	<i>Optional</i>
7: The Marketing Plan	2	Unit Quiz	10	<i>Optional</i>
8: Promotion: Advertising & Direct Marketing	2.5	Unit Quiz	10	<i>Optional</i>
9: Management Style & Structure	3	Unit Quiz	10	<i>Optional</i>
10: Independent Contractor or Employee?	3.5	Unit Quiz	10	<i>Optional</i>
11: Recruiting & Hiring	2	Unit Quiz	10	<i>Optional</i>
12: Productivity Management	3	Unit Quiz	10	<i>Optional</i>
13: Ethical & Legal Business Practices	4	Unit Quiz	10	<i>Optional</i>
14: Evaluating the Business	3	Unit Quiz	10	<i>Optional</i>
15: Growth Opportunities	3	Unit Quiz	10	<i>Optional</i>
Final Exam	3	Multiple-Choice	100	70
Total	45		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.