



# Real Estate Brokerage Syllabus

**Course Hours:** 30

## **Instructional Mode**

Distance Education

## **Textbooks / Learning Resources**

*Real Estate Brokerage*, online text

## **Course Description**

Real Estate Brokerage provides valuable insight into the “business” of real estate. If you have ever wondered what it takes to run a successful real estate brokerage, this comprehensive course offers a realistic picture of the planning and managing involved.

Real Estate Brokerage features practical advice on how to finance your business, how to sharpen your management and leadership skills, and how to develop a winning recruiting and hiring strategy. Additional topics include selecting a facility, managing risk, analyzing the competition, utilizing proven marketing and advertising strategies, effectively managing your time, and using the latest technology to your advantage. With the use of real-life anecdotes, graphics, and charts, this course will guide you through the process of starting and managing a brokerage and will help you with the many decisions you will encounter along the way.

## **Course 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.
16. Distinguish between organic and inorganic growth.

## **Contact Information**

**Help Ticket:** [www.alliedschools.com/support.shtml](http://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



# Real Estate Brokerage Syllabus

## Grading/Evaluation Policy

Performance is measured by successful completion of online exercises, quizzes, and examinations. To successfully complete this course, students must complete: 13 modules including all reading and exercises, and successfully pass 13 Module Exams, 3 Case Studies, and a Final Exam. A minimum passing score of 100% is required on all module exams, and a minimum of 70% or better is required on all other assignments. Assignments with scores below the required minimum must be retaken until the score meets or exceeds the requirement. If you do not pass the final exam, you are allowed to retake it.

## Course Outline and Grading Criteria

<i>Module Title</i>	<i>Minutes</i>	<i>Assignment Title</i>	<i>Points Possible</i>	<i>Required to Pass</i>
1: Starting a Brokerage Business	140	Module Exam	21	21
2: Analyzing the Market & the Competition	110	Module Exam	15	15
3: Managing Risk	110	Case Study	10	10
		Module Exam	18	18
4: Financing Your Business	110	Module Exam	12	12
5: Negotiating a Commercial Lease	100	Module Exam	27	27
6: The Marketing Plan	150	Case Study	10	10
		Module Exam	18	18
7: Management Style & Structure	100	Module Exam	12	12
8: Recruiting & Hiring	100	Case Study	10	10
		Module Exam	18	18
9: Professional Brokerage Competency & Associate License Holder Productivity	180	Module Exam	39	39
10: Ethical & Legal Business Practices I	170	Module Exam	30	30
11: Ethical & Legal Business Practices II	130	Module Exam	21	21
12: Evaluating the Business	50	Module Exam	15	15
13: Growth Opportunities	50	Module Exam	15	15
Final Exam		Multiple-Choice	60	42
<b>Total</b>	<b>1500</b>		<b>351</b>	<b>333</b>

## 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.