NVCC COLLEGE-WIDE COURSE CONTENT SUMMARY

REA 215 - REAL ESTATE BROKERAGE (3 CR.)

COURSE DESCRIPTION

Considers administrative principles and practices of real estate brokerage, financial control and marketing of real property. Lecture 3 hours per week.

GENERAL COURSE PURPOSE

The course is designed primarily for the student who is in, or plans to enter, the real estate brokerage business. The course is intended to acquaint the student with skill required in managing a real estate brokerage business.

ENTRY LEVEL COMPETENCIES

A basic understanding of real estate theory and practice is desirable.

COURSE OBJECTIVES

To provide the student with a general understanding of real estate brokerage management; offered to provide fundamental skills whether the situation is a large, multi-faceted real estate office or a small specialized office.

MAJOR TOPICS TO BE INCLUDED

A. Real estate brokerage in perspective
B. Requirements for success
C. The agency relationship and the law
D. Establishing an operating philosophy
E. Organizing and opening the office
F. A blueprint for closing
G. The public sector's impact on real estate
H. Beyond residential brokerage
I. Training sales associates
J. Accumulation and control of inventory
K. Advertising and Promotion
L. Turning Prospects into Buyers
M. Financing Strategies
N. Personnel Matters
O. Recruiting Sales Associates and Staffing Key Employees
P. Social and Economic Impact

EXTRA TOPICS (optional)

A. Purpose and Construction of a Policy Manual
B. Examples of Forms Used in Listing, Selling, Leasing and Management Record Keeping