

## Real Estate Brokerage (RELE 2331)



**Credit:** 3 semester credit hours (3 hours lecture)

**Prerequisite/Co-requisite:** None

### Course Description

A study of law of agency, planning and organization, operational policies and procedures, recruiting, selection and training of personnel, records and control, and real estate firm analysis and expansion criteria.

### Required Textbook and Materials

1. Texas Real Estate Brokerage, A Management Guide-Seventh Edition, by Laurel D. McAdams, Joan M. Sobeck and John E. Cyr. Dearborn Real Estate Education.
  - a. ISBN -10: 1-4277-6640-1:

### Course Objectives

Upon completion of this course, the student will be able to:

1. Describe the laws of agency.
2. Demonstrate planning, organizational and problem solving skills.
3. Formulate recruiting, selection and personnel policies.
4. Compile records and controls for a real estate business.
5. Perform real estate firm analysis.

### Course Outline

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| <p>A. The Challenge of Change</p> <ol style="list-style-type: none"><li>1. The Changing Landscape</li><li>2. The Changing Marketplace</li><li>3. Changing Operations</li></ol> <p>B. Leadership</p> <ol style="list-style-type: none"><li>1. Leadership Versus Management</li><li>2. Understanding Yourself</li><li>3. Character of a Leader</li></ol> <p>C. Management Skills</p> <ol style="list-style-type: none"><li>1. Management Styles</li><li>2. Managing People</li><li>3. Assuming the Position</li></ol> <p>D. Communications and Decision Making</p> <ol style="list-style-type: none"><li>1. The Informal Marketplace</li><li>2. Pick Your Forum</li><li>3. Decision Making</li></ol> <p>E. Analyzing the business environment</p> <ol style="list-style-type: none"><li>1. Economic Factors</li><li>2. Political Factors</li></ol> | <ol style="list-style-type: none"><li>3. Sociological Factors</li></ol> <p>F. Analyzing the Market</p> <ol style="list-style-type: none"><li>1. Analyzing Business Opportunities</li><li>2. Analyzing the Competition</li><li>3. Analyzing Your Organization</li></ol> <p>G. Developing a Plan</p> <ol style="list-style-type: none"><li>1. Planning Rationale</li><li>2. Your Business Plan</li><li>3. Implementing a Plan</li></ol> <p>H. Structuring the Organization</p> <ol style="list-style-type: none"><li>1. Legal Ownership</li><li>2. Made of Operation</li><li>3. Internal Structure</li></ol> <p>I. Structuring Business Systems</p> <ol style="list-style-type: none"><li>1. Your Office</li><li>2. Communications and Information Systems</li><li>3. Facilities Management</li></ol> <p>J. Structuring the Finances</p> |
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Approved 12/2013

## RELE 2331

### Course Syllabus

1. The Financials
2. Financial Resources
3. General Operating Budget
- K. Business Policies and Procedures
  1. Business Ethics
  2. Policies and Procedures
  3. Conclusion
- L. Marketing and Advertising
  1. Marketing Identity
  2. Marketing Plan
  3. Marketing Properties
- M. The Practical and Legal Realities of Staffing
  1. Personnel Positions
  2. Compensation Management
  3. Legalities of Employment
- N. Recruiting Selecting and Hiring the Staff
  1. Employment Process
  2. Recruiting Salespeople
  3. Selecting Salespeople
- O. Professional Competency
  1. Orientation Programs
  2. Training Programs
  3. Business Meetings
- P. Coaching Performance
  1. Managing Employees and Independent Contractors
  2. Performance Management
  3. Performance Appraisals
- Q. Critiquing Operations
  1. Management of Information
  2. Managing with Information
  3. Maximizing Income
- R. Managing Risk
  1. Protecting the Institution
  2. Risk Management Culture
  3. Defense in Risk Management

### Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

### Course Evaluation

Final grades will be calculated according to the following criteria:

Class attendance, class participation and pop quiz's	20%
Four (4) Unit Tests 20% each	80%
Total	100%

### Course Requirements

1. Satisfactory exam grades
2. Satisfactory attendance

### Course Policies

1. No food, drinks, or use of tobacco products in class.
2. Beepers, telephones, headphones, and any other electronic devices must be turned off while in class.
3. Do not bring children to class.
4. Tests. Students that miss a test are not allowed to make up the test. Students that miss a test will receive a grade of '0'.

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### Course Syllabus

5. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
6. Additional class policies as defined by the individual course instructor.

### **Disabilities Statement**

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

### **Course Schedule**

<b>Week of</b>	<b>Topic</b>	<b>Reference</b>
Week 1	Course introduction and Chapter 1: The Challenge of Change	pp. 1 - 18
Week 2	Chapter 2: Leadership	pp. 21 - 34
Week 3	Chapter 3: Management Skills	pp. 35 - 54
Week 4	Chapter 4: Communications and Decision Making Test #1: Chapters 1- 4	pp. 55 - 78
Week 5	Chapter 5: Analyzing the Business Environment	pp. 79 - 93
Week 6	Chapter 6: Analyzing the Market	pp. 95 - 116
Week 7	Chapter 7: Developing a Plan	pp. 117 - 136
Week 8	Test #2: Chapters 5 - 7 Chapter 8: Structuring the Organization	pp. 139 - 166
Week 9	Spring Break:	
Week 10	Chapter 9: Structuring Business Systems Chapter 10: Structuring the Finances	pp. 167 - 193 pp. 195 - 219
Week 11	Chapter 11: Business Policies and Procedures	pp. 221 - 238
Week 12	Chapter 12: Marketing and Advertising	pp. 239 - 269
Week 13	Test #3: Chapters 8 -12 Chapter 13: The Practical & Legal Realities Of Staffing	pp. 279 - 302
Week 14	Chapter 14: Recruiting, Selecting & Hiring Staff Chapter 15: Professional Competency	pp. 303 - 332 pp. 333 - 358
Week 15	Chapter 16: Coaching Performance Chapter 17: Critiquing Operations	pp. 359 - 388 pp. 397 - 420
Week 16	Chapter 18: Managing Risk	pp. 421 - 441
Week 17	Final Exam: Chapters 13 - 18	

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Course Syllabus

**Contact Information:**

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