Introduction to Real Estate Sales

This is a one-credit course taught in grades 9-12. Students will learn aspects of marketing real estate; the importance of customer and client service; the differences between land, real estate, and real property; laws and ethics governing the real estate industry; and appropriate licensure requirements in the industry. Additional career opportunities in the housing and real estate industry are explored. Laboratory experiences are an integral part of this course and may include field trips, job shadowing, internships, etc.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

The Real Estate Industry

Students will:

1. Describe the brokerage, leasing, and management fields of the real estate industry.
2. Research careers and career opportunities in the real estate profession.
3. Identify the skills, attitudes, and behaviors important for individuals to be successful in real estate careers.
4. Determine the educational, training, and licensure requirements for careers in the real estate industry.

Real Estate, Land, and Real Property

5. Investigate real and personal property to determine differences between them.
6. Evaluate the differences between land, personal property, real property, and real estate.

Real Estate Sales Agent

7. Research the job description and job tasks for a real estate sales agent.
8. Explain the relationship of a real estate agent/broker to the buyer or seller.
9. Discuss practicing as an independent contractor versus an employee of an agency.
10. Explore the advantages and disadvantages for possible ways of receiving wages such as commission, hourly, and salary.

Customer and Client Service

11. Practice ways of building trust with both buyers and sellers.
12. Analyze needs, wants, and purchasing price of both buyers and sellers.
13. Provide counseling to the seller or buyer on the home buying process.

14. Demonstrate professional communication and negotiation skills while working with the seller and buyer.

15. Discuss representing or not representing a buyer or seller while still working with them.

**Marketing**

16. Evaluate how regular weekly communications to update the seller about the marketing, pricing, and feedback from the showing agents with the seller may be used to determine necessary changes to expedite the sale.

17. Describe the importance of sending feedback via emails and/or faxes to the buyers’ agents after a showing could accelerate the sale of real estate.

18. Analyze marketing regulations associated with selling and buying land, real property, personal property, real estate and licensee advertising.

19. Compare marketing strategies used by real estate agents to sell various properties.

20. Develop a marketing plan to sell real estate.

**Professionalism and Licensure**

21. Explain the difference between a realtor and a real estate agent.

22. Analyze the licensing requirements for a real estate agent or broker.

23. Assess the importance of following the National REALTORS resource: *Code of Ethics and Standards of Practice to a Real Estate Agent* when selling property and real estate.

24. Determine the importance of joining professional organizations, attending meetings, and training courses for professional and personal development experiences.

25. Demonstrate the highest standards for professionalism in the real estate industry.