

# Introduction to Real Estate Sales

<b>Course Credit</b>	1.0
<b>Grade Levels</b>	9-12
<b>Prerequisites</b>	

**Introduction to Real Estate Sales** covers 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 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, and other meaningful experiences.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

## Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

## INTRODUCTION TO REAL ESTATE SALES CONTENT STANDARDS

Each content standard completes the stem “*Students will...*”

<b>The Real Estate Industry</b>	<ol style="list-style-type: none"> <li>1. Describe the brokerage, leasing, and management fields of the real estate industry.</li> <li>2. Identify the skills, attitudes, and behaviors that individuals need to be successful in real estate careers.</li> </ol>
<b>Real Estate, Land, and Real Property</b>	<ol style="list-style-type: none"> <li>3. Explain how land, personal property, real property, and real estate differ.</li> <li>4. Explain land characteristics and legal descriptions. <i>Examples: lot, block, livable, rentable, usable</i> <ol style="list-style-type: none"> <li>a. Decipher abbreviations and terminology of legal descriptions.</li> </ol> </li> <li>5. Investigate and share information on encumbrances and their effects on property ownership. <i>Examples: liens, easements, encroachment, mineral rights</i></li> <li>6. Describe the different types of real property ownership, including rights of survivorship under Alabama law.</li> </ol>
<b>Real Estate Sales Licensee</b>	<ol style="list-style-type: none"> <li>7. Gather and share information on the job description and job tasks for a real estate sales licensee.</li> <li>8. Explain the relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.</li> <li>9. Compare and contrast practicing as an independent contractor and acting as an employee of an agency.</li> <li>10. List the advantages and disadvantages of customary ways of receiving payment for services in the real estate industry. <i>Examples: commission, hourly, salary</i></li> </ol>
	<ol style="list-style-type: none"> <li>11. Demonstrate methods of building trust with both buyers and sellers.</li> </ol>

**Customer  
and Client  
Service**


12. Analyze needs, wants, and motivation of both buyers and sellers.
13. Demonstrate professional communication and negotiation skills while working with the seller and buyer.
  - a. Describe the importance of sending feedback to the buyers' licensees after a showing to accelerate the sale of a property.
  - b. Explain how regular communications with a seller about marketing, pricing, and feedback from showings may be used to determine changes needed to expedite the sale.
14. Explain the legal and ethical issues involved in representing both a buyer and a seller of the same property.

**Marketing**

15. Perform valuation and market analysis for a property using appraisals, estimated values, and competitive or comparable market analysis.
16. Summarize marketing regulations governing licensee and real estate advertising and the processes of selling and buying land, real property, and personal property.
17. Compare marketing strategies used by real estate licensees to sell various properties.
18. Develop a marketing plan to sell real estate.

**Professionalism  
and Licensure**

19. Research and share information about forms of licensure issued through the Alabama Real Estate Commission.
  - a. Summarize requirements for obtaining an Alabama real estate license and the legal and continuing education requirements for maintaining an active Alabama license.
  - b. Explain the difference between a Realtor® and a real estate licensee.
20. Explain why it is important for real estate professionals to join the National Association of Realtors® and follow its *Code of Ethics and Standards of Practice*.
21. Explain the importance of joining professional organizations and attending training courses for professional and personal development.

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22. Research and share information about federal and state housing laws.
    - a. Describe provisions regarding housing and real estate in the Civil Rights Acts of 1866 and 1968.
    - b. Gather and share information about steering, redlining, and blockbusting, outlining the effects of these practices in actual cases.
    - c. Describe the features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act, indicating how each one protects consumers.
  23. Summarize standards for professionalism in the real estate industry.