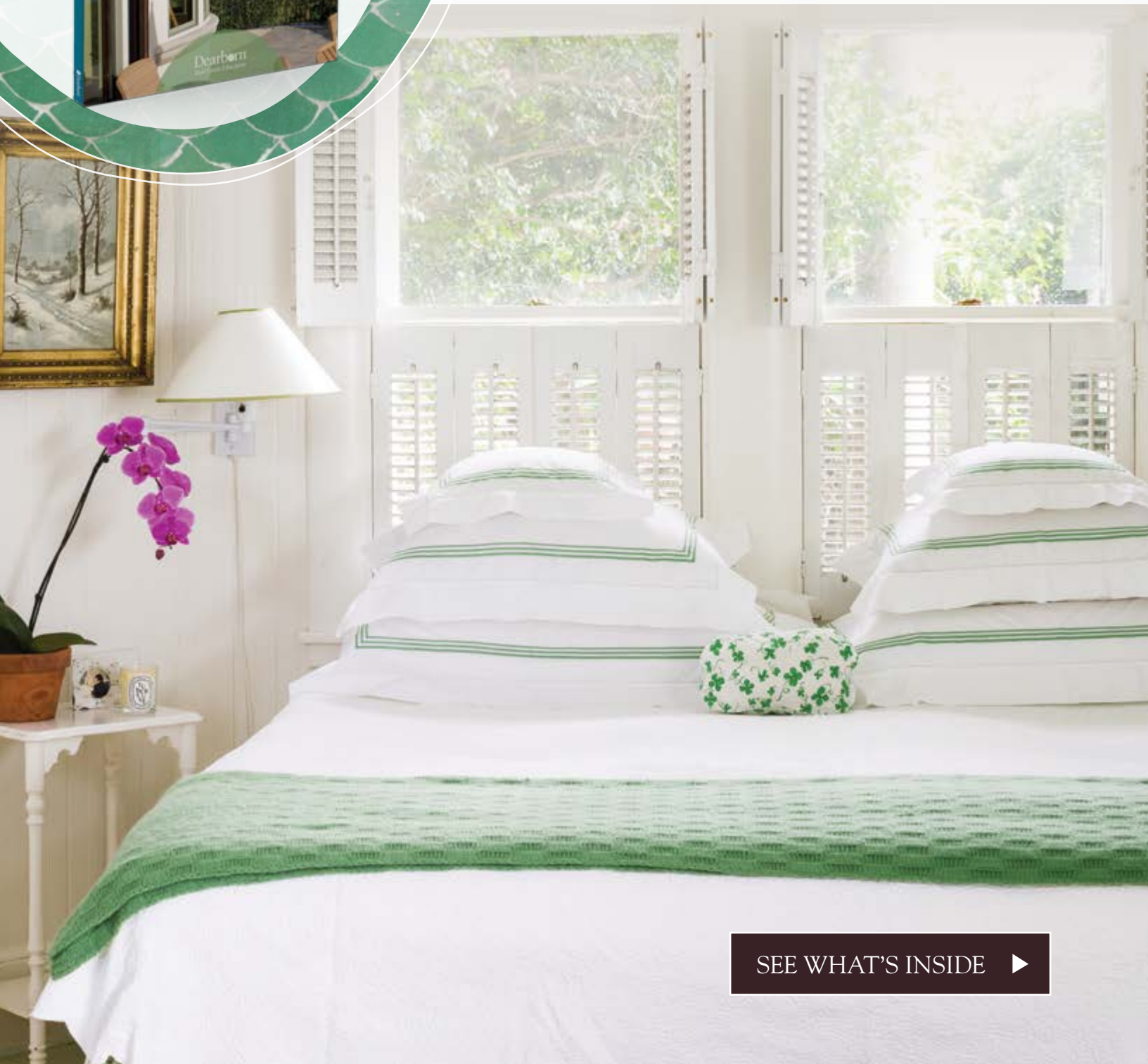




Educator's Guide

CALIFORNIA

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Real Estate Education



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Educator's Guide

CALIFORNIA

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Our Mission

Dearborn Real Estate Education is dedicated to producing a wide variety of high-quality educational materials for California real estate schools. Our authors are practicing agents, educators, and school owners. Their intimate knowledge of California legislation ensures that our titles are up-to-date. With over 50 years of experience as the nation's leading publisher of real estate education, we truly understand the tools that your school and your students need to succeed.

Our support materials are designed to give your instructors all the tools they need to lead their class, help their students pass the state licensing exam on the first attempt, and prepare their students for successful real estate careers.

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California Prelicensing Requirements

California requires a total of 135 hours of prelicensing education to be completed in order to sit for the California real estate salesperson license exam. These 135 hours consist of two required courses, *Real Estate Principles* and *Real Estate Practice*, plus one of several elective courses specified by the California Bureau of Real Estate.

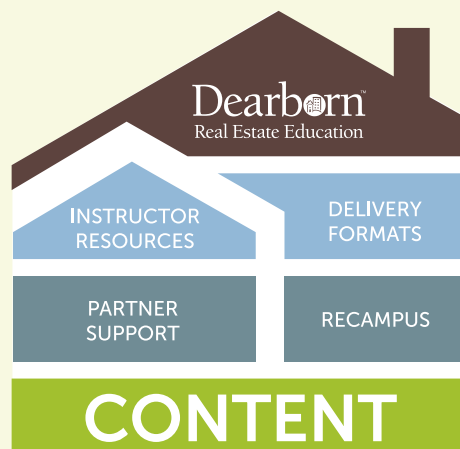
Dearborn offers all the required core and elective content prelicensing students need to complete the full 135-hour requirement for both classroom and online courses.

Mandatory titles:

- California Real Estate Principles—New Edition!
- California Real Estate Practice

Elective titles:

- Fundamentals of Real Estate Appraisal—New Edition Coming Soon!
- Property Management
- Real Estate Brokerage/Real Estate Office Administration
- California Real Estate Economics—New Edition Coming Soon!
- California Real Estate Escrow and Title
- California Real Estate Finance
- California Real Estate Law



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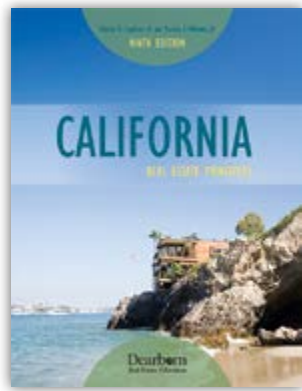
Courses Available:

- California Real Estate Principles, v8.0
- California Real Estate Practice, v7.0
- California Real Estate Law, v1.0—New!
- California Real Estate Finance, v7.0
- California Real Estate Economics, v1.0—Coming Soon!
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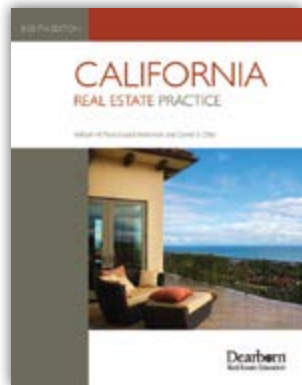
NEW EDITION

California Real Estate Principles, 9th Edition

by Charles O. Stapleton III and Martha R. Williams, JD

This text meets the first 45-hour requirement and is filled with the latest California-specific information, in addition to special features and real-life examples. There are also supplemental online resources, including in-class activities and assignments, to support the text. Instructor Resources are available to fully prepare instructors for the classroom.

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A comprehensive guide to California real estate

California Real Estate Practice, 8th Edition

by William H. Pivar, Lowell Anderson, and Daniel S. Otto, with Kartik Subramaniam, Contributing Editor

This core text covers everything on building a successful practice—from disclosure to advertising and marketing to taxation—with student features such as checklists, contracts, CAR® and other sample forms, and quizzes and exams that closely follow the state exam. Updated material on taxes, contracts, laws, and technology is included to gain an understanding of the current real estate market. A complete set of Instructor Resources includes discussion topics, student exercises, a PowerPoint presentation, a mid-term exam, and final exams with answer keys.

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ELECTIVE TITLES

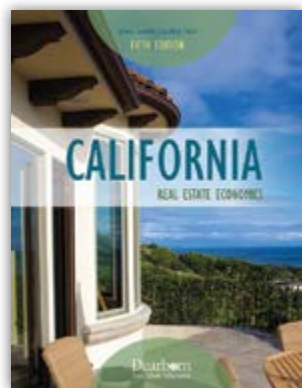
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California Real Estate Economics, 5th Edition

Ignacio Gonzalez, Consulting Editor

Building on strong economic and finance principles, this text for both salesperson and broker candidates explores how real estate fits into the economy and economic vitality. “In California” section and state appendices relate the discussion to local issues. A complete set of instructor materials includes outlines, a PowerPoint presentation, and two final exams with answer keys to help instructors prepare for class.

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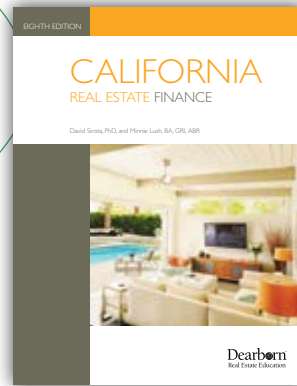
California Real Estate Finance, 8th Edition

by David Sirota, PhD, and Minnie Lush, BA, GRI, ABR

As demonstrated by the recent subprime mortgage crisis, few topics in the real estate world are more important than finance. Understanding the monetary system, the nuances of home mortgages, and instruments of financial leverage at all stages of the market are essential for all real estate professionals. This book is designed to offer comprehensive instruction in real estate finance, while also satisfying California state licensing requirements. This book fulfills a prelicensing elective for salespersons and is a required course for all broker applicants.

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Updated essential knowledge for every real estate professional in California



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California Real Estate Law, 8th Edition

by William H. Pivar and Robert J. Bruss

Used as either a salesperson elective course or a required broker course, this title includes more than 200 case studies to help students apply concepts to real life. Instructor Resources include rationales for case studies, final exam and answer keys, chapter outlines, a PowerPoint presentation, and more.

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Textbook, 615 pages, 2012 copyright, 8½ x 11"
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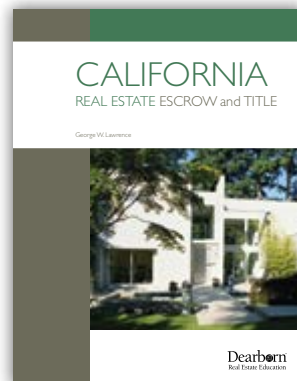


California Real Estate Escrow and Title

by George W. Lawrence

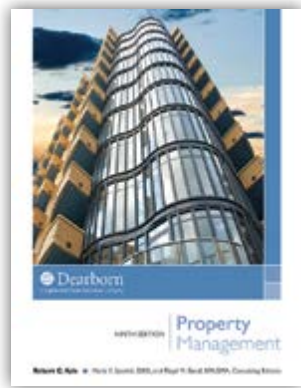
California Real Estate Escrow and Title provides a comprehensive study of escrow and title insurance principles, from early America's escrow practices to transferring title in today's high-tech environment. This book promises to be a valuable resource for both the novice and the experienced real estate professional. Including an advanced study of escrow and title procedures, such as bulk sales and exchanges, this book offers a wealth of information. Other topics include land descriptions, rights and interests, surveys, contracts, lending, the default and foreclosure process, and the roles of the other professionals with whom the escrow and title officer will interact.

CONTENTS: Property Rights • Transfer of Interests • Elements of Escrow • Title Insurance Basics • Title Policies • Contracts • Real Estate Practice • Opening Escrow • The Escrow Instructions • Northern and Southern California Regional Variations and Practices • Pre-Closing • Escrow Accounting • Lending and the Escrow Process • Protecting the Consumer • Apartment Buildings, Commercial Property, and Exchanges • Specialty Escrow Transactions • Advanced Title Insurance Underwriting • Default, Foreclosure, and the Title Insurer • Quiz Answer Key • Appendix 1: California Laws • Appendix 2: How to Read a Preliminary Title Report • Glossary • Index



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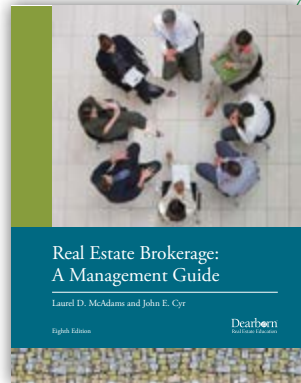


Property Management, 9th Edition

by Robert C. Kyle with Marie S. Spodek, GRI, DREI, and Floyd M. Baird, RPAISMA, Consulting Editors

This edition offers the most current and thorough overview of the property management profession available on the market today. This practical discussion explores daily issues facing practitioners, such as maintenance, accounting, administrative, and legal activities. In addition, it has up-to-date content on federal regulations, such as civil rights, fair housing, ADA issues, and environmental concerns. The flexible format adjusts to various hour requirements. Finally, this edition includes case studies and sample forms to enhance student application and Instructor Resources to help with class preparation.

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Real Estate Brokerage: A Management Guide & Workbook, 8th Edition

by Laurel D. McAdams and Joan m. Sobeck

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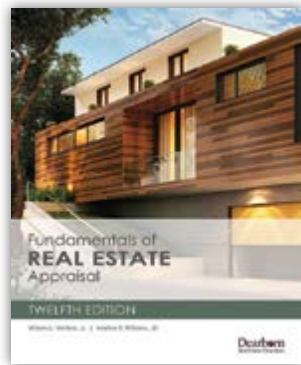
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Fundamentals of Real Estate Appraisal, 12th Edition

by William L. Ventolo Jr., and Martha R. Williams, JD

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Textbook, 585 pages, 2015 copyright, 8½ x 11”
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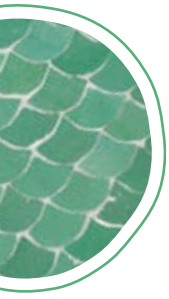
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Mastering Real Estate Math, 8th Edition

by William J. Kukla, ABR, CRS, GRI, SFR

Help students overcome math anxiety. This comprehensive workbook improves math skills and prepares students for actual real estate practice. Multiple in-chapter and additional practice problems, along with real world exercises, provide plenty of practice in each area. Step-by-step instructions simplify even the most complex calculations. Instructor Resources include learning objectives, instructional strategies, exam bank, answer keys, and a PowerPoint presentation to help prepare for class.

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California Real Estate Exam Guide, 6th Edition

by Minnie Lush, BA, GRI, ABR

Written by Minnie Lush, veteran real estate professional and trainer, the learning tools and thorough coverage of California topics in this exam guide will give students an edge in passing their licensing exam. The guide covers a broad array of topics that could potentially be tested in the exam, including extensive coverage of real estate math, as well as information on how to register for the exam. This must-have text features 1,500 salesperson practice questions and 600 broker practice questions. In addition, a "Hot Notes" section provides students with a study tool to prepare for their licensing exam.

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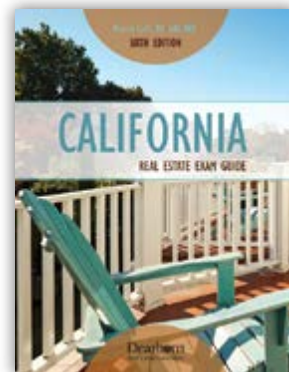


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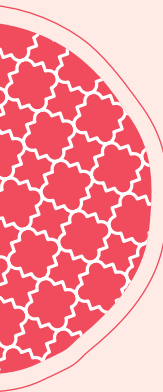
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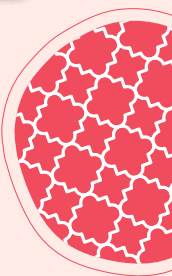




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Before Hitting Send Power Writing Skills for Real Estate Agents

by Karen Stefano, Esq. and Penny Nathan

Before Hitting Send is a practical, how-to writing guide targeting the unique needs of real estate agents. It teaches the fundamentals of effective writing through examples and exercises from scenarios agents face daily. In addition to instruction chapters, the book includes writing samples that are also available electronically for download at www.beforehittingsend.com.

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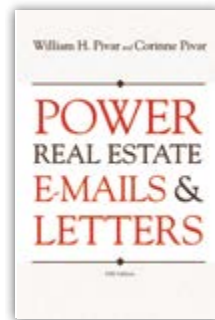
Learn more from the authors at
www.YouTube.com/DearbornRealEstate

Power Real Estate Emails & Letters, 5th Edition

by William H. Pivar and Corinne Pivar

Correspondence is an essential part of an agent or broker's day-to-day business. This title offers professionals a variety of emails and letters that can be adopted for any circumstance, saving time and resources. As a bonus, they are available electronically for download. An excellent resource for both new and experienced agents, this volume is a superb addition to your bookstore.

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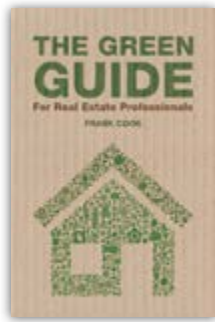
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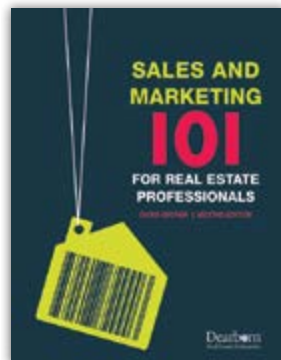


The Green Guide for Real Estate Professionals

by Frank Cook

"Green" information about homes and housing is scattered across the Web and incorporated in government white papers from the Environmental Protection Agency to the Department of Energy. "Green" homes are not only selling well in today's market, but they are selling at premium prices. This book brings together key data in one place, combined with interviews from professionals in the field. A glossary of "green" terminology is also included.

CONTENTS: Green Isn't Going Away • A Little Science, a Little Math, and the Big Picture (the Small Picture, Too) • Forty Shades of Green • Who Sets the Green Rules? • What Building Certifications Mean, and Don't Mean • Turning Green with Education • Now That You're Green, People Need to Know It • Talking with Green Homebuyers • Talking to Homesellers • If I Go Green, Can I Get My Money Back? • Does Money Grow on Green Trees? • Why Does My Utility Want Me to Use Less Power? • Will Your Green Listings Appraise? • Green Homes Mean Green Home Inspections • What Is an Energy Audit, and Is It Your Friend? • Can a Mansion Be Green? • Sick House Syndrome: The Environment Within • Getting Your Office Green • Community Events, Outreach, and You • Green Investing for Fun and Profit • The Pros and Cons of Green • A Green Future Full of Challenges and Optimism • Resources • Glossary • Index



Textbook, 252 pages, 2012 copyright, 8½ x 11"
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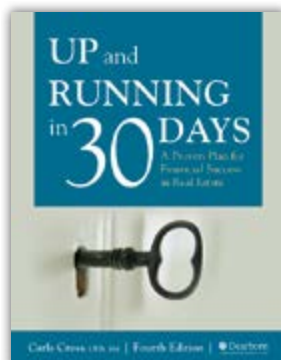


Sales and Marketing 101 for Real Estate Professionals, 2nd Edition

by Chris Grover

Using conversational language and a plethora of real-life examples, this textbook explains classic marketing principles and sales techniques from the perspective of the real estate industry. In addition, it can also be used to fill a 30-hour salesperson annual education (SAE) requirement in Texas. A complete set of Instructor Resources is available online.

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Textbook, 253 pages, 2012 copyright, 8½ x 11"
ISBN 1427711453 Retail Price \$31.74



Learn more from the author at
www.YouTube.com/DearbornRealEstate

Up and Running in 30 Days: A Proven Plan for Financial Success in Real Estate, 4th Edition

by Carla Cross, CRB, MA

This popular business start-up guide provides new and seasoned agents with an effective system to plan, prioritize, and increase their productivity in four weeks. Current trends are covered, along with other plans of action, including relationship and marketing techniques, selling skills, calling scripts, and the principles behind a high-producing business.

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