

*Educator's Guide*  
CONNECTICUT

Dearborn™  
Real Estate Education

# Educator's Guide CONNECTICUT

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## Our Mission

For more than 55 years, we have continued our commitment to helping our partner schools succeed by providing the highest quality content and support materials. Our experience and understanding of the real estate industry is unsurpassed. With Dearborn, you can achieve success!

Our support materials are designed to give your instructors all the tools they need to lead their class and fully prepare their students for a successful career.

## Join the Mobile Movement in Education!

Keep students engaged and studying on the go with eBook versions of some of our most popular texts! Dearborn's eBooks not only satisfy the needs of higher education markets, but also meet the demands of today's tech-savvy students.

### Benefits for Your School and Your Students

- Package with online courses to maximize the student experience
- Eliminate shipping and inventory expenses
- Allows for easy highlighting, bookmarking, note taking, and note sharing
- Provide your students with options
- View content on multiple devices



Look for this icon throughout the guide to see which titles are available in eBook format!

## Complete Prelicensing Curricula

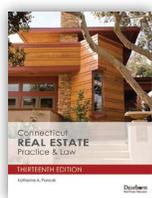
Maximize the student experience with prelicensing solutions and exam-prep tools that have trained more real estate professionals than those of any other provider. When you place an order with Dearborn, you will receive all the necessary tools to prepare your students for the licensing exam and ensure a successful class.

### Our Prelicensing and Exam Prep curricula feature:

- Dozens of learning components that help students fully master key concepts
- Instructor Resources with PowerPoint presentations, quizzes, final exams, and more



National



State-Specific Supplements



Exam Prep

Complete Prelicensing and Exam Prep Solutions

## Introducing the must-have app for real estate licensing students!

The Dearborn Modern Real Estate Practice Flashcard and Study Tools App offers a comprehensive review of critical material. Students can enjoy the convenience of studying anywhere, anytime, at their own pace.

### The Flashcard and Study Tools App features:

- Flashcards with gaming options
- Video and audio clips for additional review
- More than 700 items and definitions
- Multiple-choice questions

Visit [www.modernrealestatepractice.com/flashcards](http://www.modernrealestatepractice.com/flashcards) to try the **FREE** version of the Flashcard and Study Tools App.



Try the free version of our Flashcard and Study Tools App!

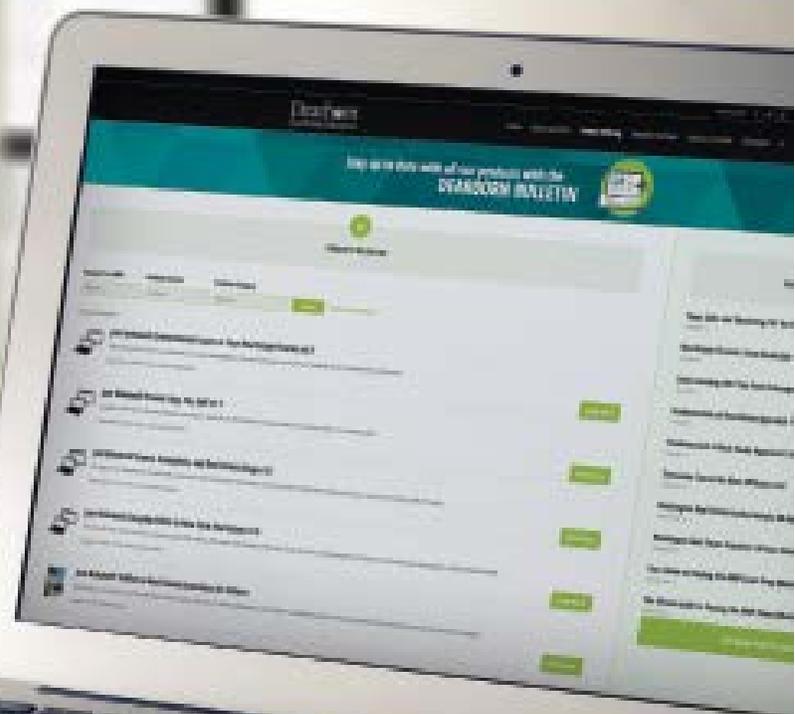
## Stay up to date with all our products with the Dearborn Bulletin!

The Dearborn Bulletin is designed to provide a quick snapshot of products just released for sale and products we plan to discontinue in the near future. We are constantly updating our content to remain current with the evolving real estate industry.

### Check the Dearborn Bulletin to:

- Keep your students ahead of the curve by keeping your courses up-to-date
- Help your students relay the most relevant information to their clients
- Provide them with an enhanced student experience
- See more students recommending your courses and school

[www.dearborn.com/bulletin](http://www.dearborn.com/bulletin)



# Expand into Distance Education with REcampus!

Through REcampus, your school can create a customized, branded site where students can register and take online licensing, exam prep, and continuing education courses. You can also provide an online bookstore to increase your revenue opportunities.

## Benefits of REcampus

- Free, timely, hot-topic videos for you to use for lead generating activities
- User-friendly study environment
- Flexible and convenient online prelicensing proctoring
- Technical support for students and schools
- Dedicated REcampus support team for school administrators
- Prominent school branding on every page of your site
- Customized report generation, online bookstore, and site content
- Receive marketing support for your school

## Enhanced Learning Management System Features

- Educationally driven technology with proven testing methods and study plans
- Rich interactive activities to provide an engaging learning experience
- New icon-based dashboard allows students to access learning materials faster

Powered By:



To learn more about REcampus, visit our website at [www.dearborn.com](http://www.dearborn.com) or contact your Account Manager today.



## Prepare • Practice • Perform®

The Dearborn learning system is designed to help your students achieve desired program outcomes efficiently and effectively by employing a three-phase learning strategy: Prepare. Practice. Perform.

### Prepare

The **Prepare phase** sets the foundation for the learning experience, and the student is introduced to new knowledge. Through readings, students are provided with the necessary tools to begin acquiring new knowledge.

### Practice

The **Practice phase** provides students with an opportunity to apply what they have learned through additional activities, simulations, or questions. Students complete quizzes at the end of each unit to help evaluate their level of understanding for the curriculum they've just been taught.

### Perform

The **Perform phase** utilizes exam tools to simulate licensing exam conditions and provide a measure of mastery of critical concepts. These tools help students pinpoint their strengths and weaknesses, as well as identify their knowledge level going into the exam.

# REALXPERTS



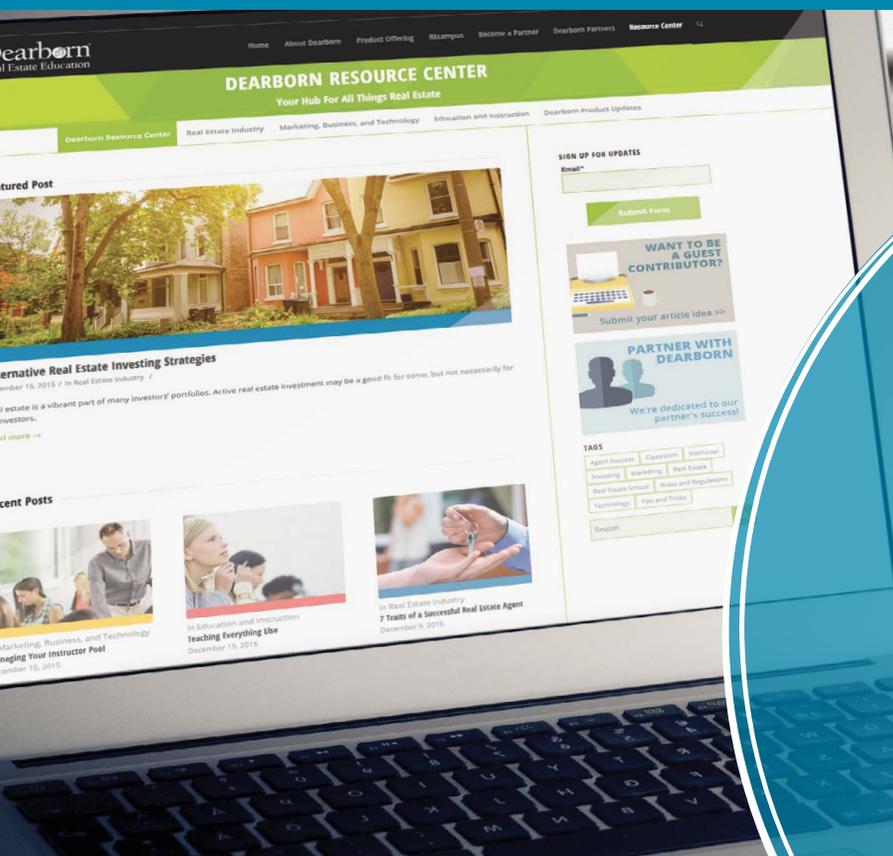
## FREE Professional Development Series

Add value to your current student base and generate leads for future enrollments with this new series of FREE videos! The series is called RealXperts and will consist of several 30-minute videos featuring industry experts. The videos focus on current hot topics, industry trends, career advice, and other timely information geared toward real estate professionals. A new video will launch every four to six weeks.

As a Dearborn REcampus partner, you can add these videos to your site free of charge! To get the RealXperts video series added to your portal, simply click here.

Questions? Email [recemteam@dearborn.com](mailto:recemteam@dearborn.com)

[www.dearborn.com/products/realxperts/](http://www.dearborn.com/products/realxperts/)



## The Dearborn Resource Center

The resource center is your hub for all things real estate. Keep up-to-date on industry news and receive FREE marketing, business, technology, and instructional tips to grow your business and enhance your student experience.

- Pick up instructor tips
- Receive marketing tips for your school
- Stay on top of the latest real estate education trends
- Connect with industry news
- Keep up-to-date on the latest product releases

[www.Dearborn.com/resource-center](http://www.Dearborn.com/resource-center)

# Our Flagship Collection: Modern Real Estate Practice

## Modern Real Estate Practice, 19th Edition

by Fillmore W. Galaty, Wellington J. Allaway, and Robert C. Kyle

*Modern Real Estate Practice* has trained more than 3 million professionals since 1959. Updated to maintain current legislation and market information, and to include the newest forms and web resources, this text and its ancillary products will provide the best foundation possible for aspiring real estate professionals. Each unit includes an overview of unit contents that highlights the topic and explains how it relates real estate law, regulations, and principles to the practice of real estate. A flashcard application provides additional solutions to enhance learning of key terms and definitions. The study guide reinforces important concepts and provides additional review for mastering the content covered in the main text. Audio files (MP3) of the Key Point Exam Review help students master the material.

### FEATURES:

- Unit overviews introduce the topic and set the stage for learning
- Integrated math examples and a math FAQ section
- New “In Practice” examples that apply real estate topics to everyday practice
- Internet links for access to informational websites
- Sample exams with answer rationales
- Unit summaries with key point reviews and end-of-unit quizzes
- Glossary with page references
- Complete set of Instructor Resources for classroom use
- Online course with interactive exercises and videos to keep students engaged and focused while reinforcing important concepts

**CONTENTS:** Introduction to the Real Estate Business • Real Property and the Law • Fair Housing • Interests in Real Estate • Forms of Real Estate Ownership • Land Description • Transfer of Title • Title Records • Real Estate Brokerage • Real Estate Agency • Client Representation Agreements • Real Estate Contracts • Real Estate Taxes and Other Liens • Real Estate Financing • Government Involvement in Real Estate Financing • Real Estate Appraisal • Closing the Real Estate Transaction • Leases • Property Management • Land-Use Controls and Property Development • Environmental Issues and the Real Estate Transaction • Investing in Real Estate • Appendix: Directory of State Licensing Agencies and Statutes • Math FAQs • Sample Examinations • Glossary • Answer Key • List of Figures • Index

### STUDY GUIDE FEATURES:

- More than 200 questions and answers with rationales updated to reflect current real estate laws
- Matching, true or false, multiple-choice, fill-in-the-blank, and math question formats
- Illustrated activities give real-world practice

### AUDIO MP3 FEATURES:

- A convenient, “hands-free” way to study for the licensing exam
- Searchable tracks that allow students to go directly to unit topics
- Nearly two hours of review

**Choose physical flashcards or the Flashcard and Study Tools App!**

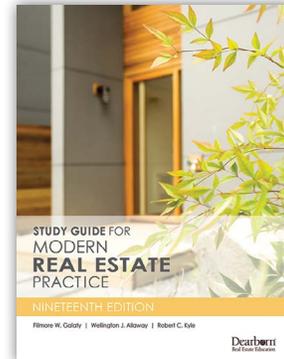
### BOTH VERSIONS FEATURE:

- More than 700 review terms and definitions
- The ability to study wherever and whenever you want

### THE FLASHCARD AND STUDY TOOLS APP FEATURES:

- Flashcards with gaming options
- Video and audio clips for additional review

Buy the textbook with *Connecticut Real Estate Practice and Law, 13th Edition* and receive an additional discount



**Textbook**, 560 pages, 2014 copyright, 8½ x 11”  
**ISBN 9781427746122 Retail Price \$59.41**

**eBook**  
**ISBN 9781427746009 Retail Price \$40.91**

**Study Guide**, 226 pages, 2014 copyright, 8½ x 11”  
**ISBN 9781475421798 Retail Price \$24.76**

**MP3**, 2014 copyright  
**Available through REcampus bookstore**

**Physical Flashcards**, 2014 copyright  
**ISBN 9781475426762 Retail Price \$52.49**

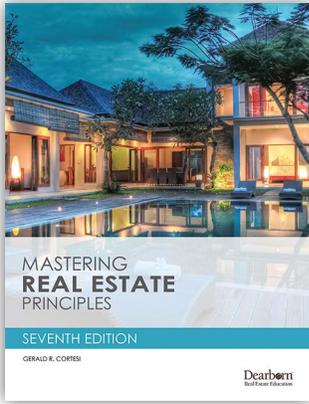
**Flashcard and Study Tools App**, 2014 copyright  
**[modernrealestatepractice.com/flashcards](http://modernrealestatepractice.com/flashcards)**



**ARELLO® Certified**

Visit [www.modernrealestatepractice.com](http://www.modernrealestatepractice.com) for even more study tools and support for the 19th edition of this classic text. Students can access the QBank to create customized tests from hundreds of items.





**Textbook**, 700 pages, 2016 copyright, 8½ x 11”  
**ISBN 9781475434033 Retail Price \$53.46**

**eBook**  
**ISBN 9781475434040 Retail Price \$36.49**



An organized,  
 appealing, user-friendly  
 prelicensing text known  
 for its workbook format  
 and interactive  
 approach to learning



**Textbook**, 362 pages, 2015 copyright, 8½ x 11”  
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**eBook**  
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## NEW EDITION – COMING SOON

### Mastering Real Estate Principles, 7th Edition

by Gerald R. Cortesi

The organization and format of this text has been carefully developed to assist learning and retention of the material. Featuring review exercises and more than 500 review questions with rationales, students can test their knowledge, monitor their progress, and identify problem areas. The multiple learning tools and turn-key Instructor Resources significantly help reduce instructor workload. Students will benefit from an outline format that makes it easy to master the basics necessary to pass the real estate licensing exam.

#### FEATURES:

- More than 500 review questions with rationales
- Two comprehensive examinations with study tips
- Chapter notes and tips that provide additional information to enhance student understanding of topics
- Instructor Resources with chapter outlines, a test bank, exams with answer keys, and a PowerPoint presentation
- Workbook-like format gives it an organized, appealing, user-friendly, and interactive approach to learning
- Review exercises after each section allow students to interact with the content and track their progress
- Checklists for learning objectives and key terms allow students to track their progress and their understanding of the content
- Over 300 examples and 70 illustrations throughout the text to help students visualize and apply the material

**CONTENTS:** Introduction to Real Estate • Real Estate Concepts • Government Powers • Encumbrances • Encumbrances: Liens • Legal Descriptions • Freehold Interests in Real Estate • Leasehold Estates in Real Estate • Forms of Ownership • Transferring Title • Recording Title • Real Estate Closings • Agency and Real Estate Brokerage • Real Estate Contracts • Brokerage Agreements • Real Estate Licensing Laws • Fair Housing Laws • The Appraisal Process • Methods of Estimating Value • Loan Instruments • Lending Practices • Types of Real Estate Loans • Lending Laws and Government Activities • Property Management • Tax Advantages of Home Ownership • Real Estate Investments • Study Tool Kit • Math Review • Glossary • Index

## NEW EDITION

### Real Estate Fundamentals, 9th Edition

by Wade E. Gaddy Jr. and Robert E. Hart, with Marie S. Spodek, DREI, Consulting Editor

*Real Estate Fundamentals* has been used to train more than 70,000 real estate professionals since 1981. This text is known for its clear organization; comprehensive coverage of real estate law, practice, and procedures; and easy-to-grasp language. A complete suite of Instructor Resources provides instructors with everything they need for teaching a successful class. The outline format keeps students focused on the basics to help them pass the exam the first time.

#### FEATURES:

- Chapter quizzes and sample exam with rationales
- Recently updated material on credit scoring, interest-only and stated income loans, predatory lending, and brokerage business models
- Glossary with more than 600 key terms
- Sample exam questions include answer key with page references and rationales
- Instructor Resources include lecture outlines, learning objectives, PowerPoint presentations, and a 100-question exam

**CONTENTS:** An Introduction to the Real Estate Business • The Nature and Description of Real Estate • Rights and Interests in Real Estate • The Acquisition and Transfer of Title • How Ownership Is Held • Title Records • Real Estate Agency and Brokerage • Real Estate Contracts • Leases • Real Estate Taxation • Real Estate Appraisal • Real Estate Financing • The Real Estate Financing Market • The Control and Development of Land • Fair Housing Law • Environmental Issues and the Real Estate Transaction • Closing the Real Estate Transaction • Real Estate Mathematics • Practice Examination • Glossary • Answer Key • Index



REcampus Online



eBook



Audio



Instructor Resources

## Connecticut Real Estate Practice & Law, 13th Edition

by Katherine A. Pancak

Buy with *Modern Real Estate Practice, 19th Edition* and receive an additional discount!

This text is a strong complement for any one of our national texts. When used together, your students will be fully prepared with all the state-specific license laws and regulations they need to know to pass the state portion of the licensing exam.

**CONTENTS:** Real Estate Brokerage and Agency • Listing and Buyer Agency Agreements • Interests in Real Estate • Forms of Real Estate Ownership • Legal Descriptions • Real Estate Taxes and Other Liens • Real Estate Contracts • Transfer of Title • Title Records • Real Estate License Laws • Real Estate Financing: Principles/Practice • Leases • Real Estate Appraisal • Land-Use Controls and Property Development • Fair Housing • Closing the Real Estate Transaction • Environmental Issues and the Real Estate Transaction • Appendix A: Real Estate Securities • Appendix B: State Sources of Information • Appendix C: Connecticut Transaction Documentation • Appendix D: Connecticut Specific Real Estate Math Applications • Appendix E: Connecticut REALTORS® Legal Alert: Electronic Signatures • Practice Exam • Index

## The Language of Real Estate, 7th Edition

by John W. Reilly with Marie S. Spodek, DREI, Contributing Editor

Much more than a simple dictionary or “cheat sheet,” *The Language of Real Estate* provides a comprehensive encyclopedia-like approach to literally thousands of real estate practices, concepts, and terms. This edition expands the classic text that has been a desktop standard in the real estate industry for more than 35 years. From abandonment to zoning, if it occurs in the real estate profession, you’ll find it in *The Language of Real Estate*.

### FEATURES:

- Over 2,800 real estate terms explained in depth
- Guide to hundreds of real estate organizations ranging from appraisal to land surveys
- Useful Spanish-English translation for real estate terms
- Expansion of hundreds of real estate abbreviations and designations
- Guide to applicable real estate laws
- Diagrams of home construction and styles

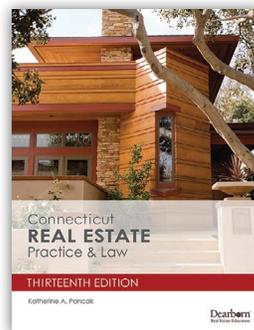
**CONTENTS:** Subject Classifications of Terms • Terms and Definitions • Appendix A: Organizations • Appendix B: Designations • Appendix C: Abbreviations of Terms • Appendix D: List of Laws • Appendix E: English-Spanish Key Terms • Appendix F: Spanish-English Key Terms • Appendix G: Construction Diagrams

## Mastering Real Estate Math, 8th Edition

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

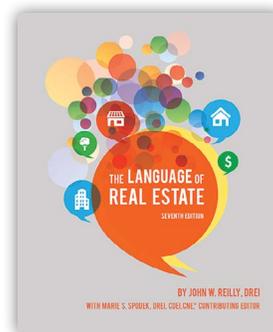
Help students overcome math anxiety. This comprehensive workbook improves math skills and prepares students for actual real estate practice. Multiple in-chapter and additional practice problems, along with real world exercises, provide plenty of practice in each area. Step-by-step instructions simplify 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.

**CONTENTS:** Fractions, Decimals, and Percentages • List Price, Sales Price, and Net Price • Appreciation and Depreciation • Compensation • Ad Valorem Taxes • Property Transfer Taxes • Legal Descriptions • Area and Volume • Interest • The Mathematics of Real Estate Finance • Appraisal Methods • Tools of Investment Analysis • Prorations • Closing Statements • Lease Calculations • Comprehensive Review Exam • Measurements and Formulas • Glossary • Index



**Textbook**, 287 pages, 2014 copyright, 8½ x 11”  
**ISBN 9781475420043** **Retail Price \$30.48**

**eBook**  
**ISBN 9781475431810** **Retail Price \$22.59**



An indispensable reference of key real estate terms

**Textbook**, 483 pages, 2013 copyright, 7½ x 9¼”  
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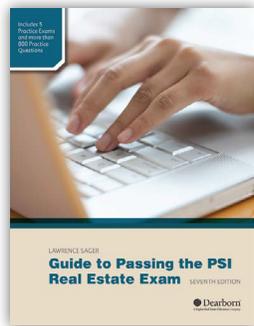
**eBook**  
**ISBN 9781475422115** **Retail Price \$27.63**



**Textbook**, 328 pages, 2012 copyright, 8½ x 11”  
**ISBN 9781427731432** **Retail Price \$37.64**

**eBook**  
**ISBN 9781475431797** **Retail Price \$25.56**



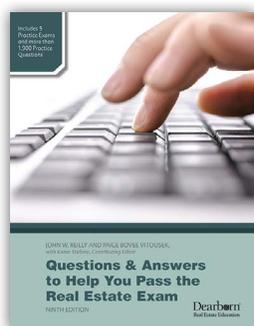


**Textbook**, 292 pages, 2015 copyright, 8½ x 11”  
**ISBN 9781427715142 Retail Price \$37.35**



### Online Course

Call for details, 2015 copyright



**Textbook**, 452 pages, 2015 copyright, 8½ x 11”  
**ISBN 9781475424812 Retail Price \$35.81**

## Guide to Passing the PSI Real Estate Exam, 7th Edition

by Lawrence Sager

This book offers the latest and most comprehensive information available to help students prepare for the PSI Real Estate Exam. Based on the latest content outline, this text simulates the style, difficulty, and content of the PSI exam and offers more questions and answers than any other PSI exam prep book. Includes three practice salesperson exams, two practice broker exams, matching exercises in each chapter, and a self-scoring tool to chart progress.

### FEATURES:

- Based on the latest PSI content outline
- Features essential study tips and test-taking guidance
- Includes typical PSI-style questions
- Self-score feature included in each chapter to chart learning progress
- Appendix of mathematical formulas for easy reference
- Over 800 questions and rationales
- Three practice salesperson exams and two broker exams
- Matching exercises for every chapter, covering key terms and concepts

**CONTENTS:** Use of the Manual • Examination and Study Strategies • Property Ownership • Land-Use Control and Regulations • Valuation and Market Analysis • Financing • Laws of Agency • Mandated Disclosures • Contracts • Transfer of Title • Practice of Real Estate • Real Estate Calculations • Specialty Areas • Brokerage Management • Salesperson Examinations • Broker Examinations • Glossary

Help students pass the PSI exam with this best-selling guide

## National PSI Real Estate Drill and Practice QBank, Version 2.0

Students will be as prepared as possible to pass the PSI real estate licensing exam when they test themselves with hundreds of questions using the industry's most advanced interactive testing platform. Our QBank allows the student to simulate nearly every test environment imaginable. From full-length licensing exams to individual topic mini-exams, students can create the exact test they need to be prepared and improve their scores.

### FEATURES:

- Hundreds of National multiple-choice questions
- Ability to build custom exams with specific topics and number of questions
- Full answer explanations for each question
- Customized exams to pinpoint problem areas
- Personal notes and bookmarks for quick reference
- QBank can be accessed when and where it's convenient

## Questions & Answers to Help You Pass the Real Estate Exam, 9th Edition

by John W. Reilly and Paige Bovee Vitousek, with Karen Stefano, Contributing Editor

This exam guide helps both salesperson and broker candidates prepare for any national licensing exam (Promissor/Pearson VUE, AMP, PSI), as well as state-designed exams. Study strategies, test-taking tips, and more than 1,900 questions position students to pass the exam on the first try.

**CONTENTS:** Interests in Real Property • Forms of Ownership • Condominiums and Cooperatives • Encumbrances: Easements, Restrictions, and Liens • Governmental Limitations: Building Codes, Zoning, and Eminent Domain • Land Description • Appraisal • Taxes and Assessments • Sources of Financing: Conventional, Governmental, and the Secondary Mortgage Market • Mortgages and Foreclosures • Acquisition of Title: Deeds • Settlement Procedures: Escrow, Evidence of Title, and Recording • Real Estate Settlement Exercises • Agency and Business Ethics • Listings • Sales Contracts and Options • Federal Fair Housing, Truth in Lending, the National Do Not Call Registry, and Environmental Disclosures • Property Management, Lease Agreements, and Securities • Real Estate Mathematics • Appendix A: Salesperson's Practice Final Examination • Appendix B: Broker's Practice Final Examination • Appendix C: Review Examinations



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Instructor Resources

# Continuing to Serve Student's Education Needs at Every Stage of Their Careers

Our up-to-date, state-specific continuing education courses are specifically designed to guide agents through topics of special concern in your state during their renewal period, such as license law, updates, federal requirements, finance, and tax law. Most courses are available online and written to your state's e-learning requirements.

CONTINUING EDUCATION



Visit [www.dearborn.com](http://www.dearborn.com) or contact your Account Manager for more information on these and other upcoming continuing education courses.

## NEW

### Connecticut Real Estate Legal Review and Update— Mandatory Continuing Education 2014–2016, Version 1.0

This new online course satisfies the mandatory 3-hour continuing education requirement in Connecticut. Covering new legislation and other legal issues that regularly confound licensees, this course offers valuable lessons that may prove invaluable in day-to-day practice. Major topics include community association managers, broker price opinions, dual and designated agency, referral fees, representation agreements, and power of attorney.

**CONTENTS:** Review of Rules Regarding Community Association Managers • Rules for the Residential Property Condition Report and Smoke/Carbon Monoxide Detectors • Rules Regarding Broker Price Opinions • Review of Dual Agency and Designated Agency • Rules Regarding Referral Fees • Continuing Education Requirements • Legal Entity Licensing • Loan Estimate and Closing Disclosure Form Required by Dodd-Frank • Review of Rules Regarding Representation Agreements • Review of Power of Attorney

#### Online Course

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ARELLO® Certified

“Dearborn’s online prelicensing and continuing education courses cover a broad range of real estate related subjects. They are high quality and offer students the real estate knowledge that they are seeking, especially if they are unable to fit the “traditional” classroom courses into their schedules. The online course registration process, tech support, and course progress are user-friendly no matter how much previous experience a student has had with online courses.”

—Barbara Kornis,  
*Temple University Real Estate Institute*

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[salesops@dearborn.com](mailto:salesops@dearborn.com)  
for all the Connecticut  
continuing education  
elective topics.

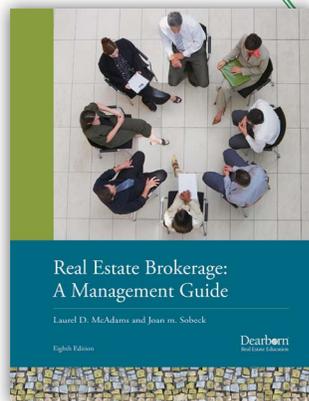


# Guide Your Students to New Careers as Brokers

As real estate professionals look to become brokers, they need to learn to become more effective managers, leaders, and communicators. Planning and organizing an office, hiring and directing a staff, monitoring operations and risk management...these are all skills a broker needs to master.

Adopting our broker products will give your students an edge in the marketplace and help advance their careers. Available in both print and electronic formats, our broker titles cover national and state-specific content, and provide students with the tools they need to establish and manage a successful real estate brokerage.

The most  
comprehensive  
real estate  
brokerage title  
available



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

by Laurel D. McAdams and Joan m. Sobeck

This practical guide offers an applications-oriented approach to becoming more effective managers, leaders, and communicators. The most comprehensive real estate brokerage title available, this edition reflects innovation, most apparent in digital media and all the associated tactics and risks (including Internet security and identity theft), and the influence of generational diversity in contemporary business practices. The guide also highlights new trends in professional development, including formal mentoring and cross-training programs, and developments in civil procedures, including RESPA, antitrust, and employment law issues. When used with the workbook for additional review, the package is a complete "how-to" for starting and maintaining a real estate brokerage business.

**CONTENTS:** Introduction • The Challenge of Change • Leadership • Management Skills • Communications and Decision Making • Analyzing the Business Environment • Analyzing the Market • Developing a Plan • Structuring the Organization • Structuring Business Systems • Structuring the Finances • Business Policies and Procedures • Marketing and Advertising • The Practical and Legal Realities of Staffing • Recruiting, Selecting, and Hiring the Staff • Professional Development • Coaching Performance • Critiquing Operations • Managing Risk • Final Thoughts • Glossary • Index

**Textbook**, 485 pages, 2013 copyright, 8½ x 11"  
**ISBN 9781427743749 Retail Price \$55.20**

**Textbook + Workbook**  
**ISBN 978147743978 Retail Price \$75.02**

**eBook**  
**ISBN 9781475422153 Retail Price \$38.06**



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Audio



Instructor Resources



*Introducing  
The Ultimate  
Turn-key Solution!*

**Workbook**, 150 pages, 2015 copyright, 8½ x 11"  
ISBN 9781475434651 Retail Price \$102.05



## NEW

### Real Estate Accelerator

by Mark DeKarske, Renee Helten, Steve Pedersen, and Aimee Tuskey-Hanson

It's widely reported that roughly 70% of real estate agents QUIT within the first year of licensure. *Real Estate Accelerator* is a two-day, intensive boot camp program developed by Dearborn Real Estate Education to help reduce the statistic. This program will provide new or struggling real estate licensees with the real-world skills and tools they need to thrive in the real estate business.

Most licensing curriculum focuses on laws and what is needed to pass the licensing exam; however, this leaves little room to cover the skills training needed to be successful. *Real Estate Accelerator* will bridge the gap between earning a license and developing a robust book of business. All students will leave with an actionable and sustainable business plan and marketing plan they can implement immediately.

This concentrated, hands-on program is written by top-producing real estate agents from across the country, who know what it takes to be successful. It is an assessment-based program that leans on Dearborn's core learning science methodology: **Prepare • Practice • Perform**®.

# REAL ESTATE *ACCELERATOR*



## Benefits to Schools:

This two-day intensive boot camp is designed to help real estate schools arm their students with business skills and operating procedures utilized by the nation's most successful real estate agents. This system is a boot camp in-a-box. Adding a boot camp program to your school's course offerings will allow you to:

- Diversify your offerings
- Enter the lucrative real estate coaching industry
- Not only provide licensing education, but training to help new licensees succeed
- Make stronger connections with students so they are students for life
- Market to recent licensing students and current licensing students
- Work with brokerages to help provide training for their recruits

## Who Should Attend?

- Newly licensed agents
- Struggling licensees who need a boost
- Licensees who want to step up their game
- Licensees changing specialty focus or brokerage
- Licensees who are reentering the business or transitioning to full time

## School Package:

- Student Workbooks
- Instructor Manual
- Additional Instructor Resources:
  - Videos
  - Performance tracker software trial and job aids
  - Pre-work introduction email templates
  - DISC survey access
  - Free trial periods for Customer Relationship Management (CRM) software

**For more information,  
contact [partners@dearborn.com](mailto:partners@dearborn.com)**

## Student Outcomes:

- Design an effective marketing plan to determine and utilize the appropriate marketing strategies that align with the student's personality type, location, and budget.
- Prepare an effective business plan that equips students with key business skills they need to be successful.
- Apply activity management that identify and track daily, weekly, and monthly activities that are proven success drivers.
- Develop an economic plan to suit the students' needs and help them understand financial management roles as an independent contractor.
- Demonstrate the sales skills to succeed in real estate.
- Learn to use Customer Relationship Management (CRM) software like a pro.
- Assess personality styles; understand and recognize personality styles of others in order to effectively communicate with clients and agents.
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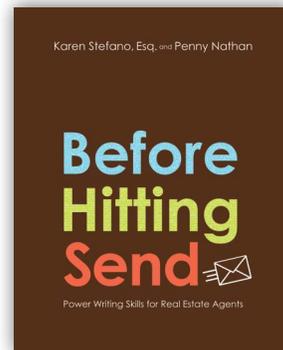
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by Frank Cook

"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.

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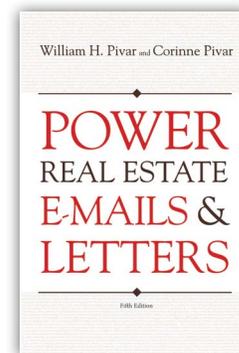


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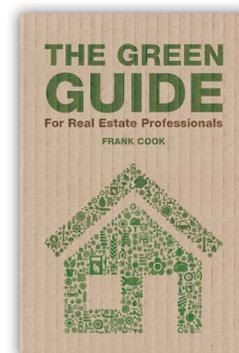


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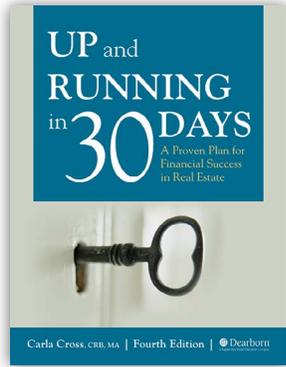
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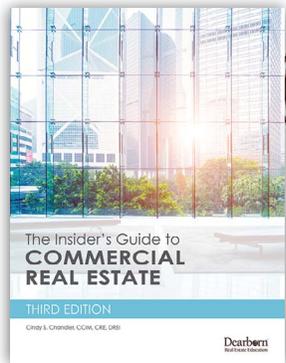
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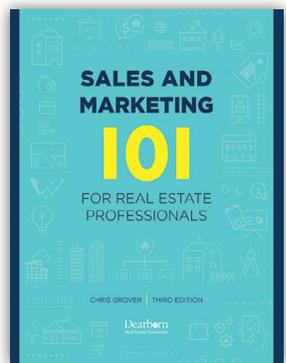
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