



Texas

EDUCATOR'S GUIDE

Our Mission

Dearborn Real Estate Education is dedicated to producing a wide variety of high-quality educational materials for real estate schools, as well as colleges and universities. Our authors are practicing agents, educators, and school owners.

With over 55 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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Icons Provide Easier Navigation

Throughout this catalog, you'll notice a series of visual cues or icons designed to provide quick answers to common questions. If you're uncertain what the icons represent, you can refer to the supplementary reference key at the foot of the page for help. Simply glancing at the icons will tell you the course delivery method and whether Instructor Resources are available.



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:

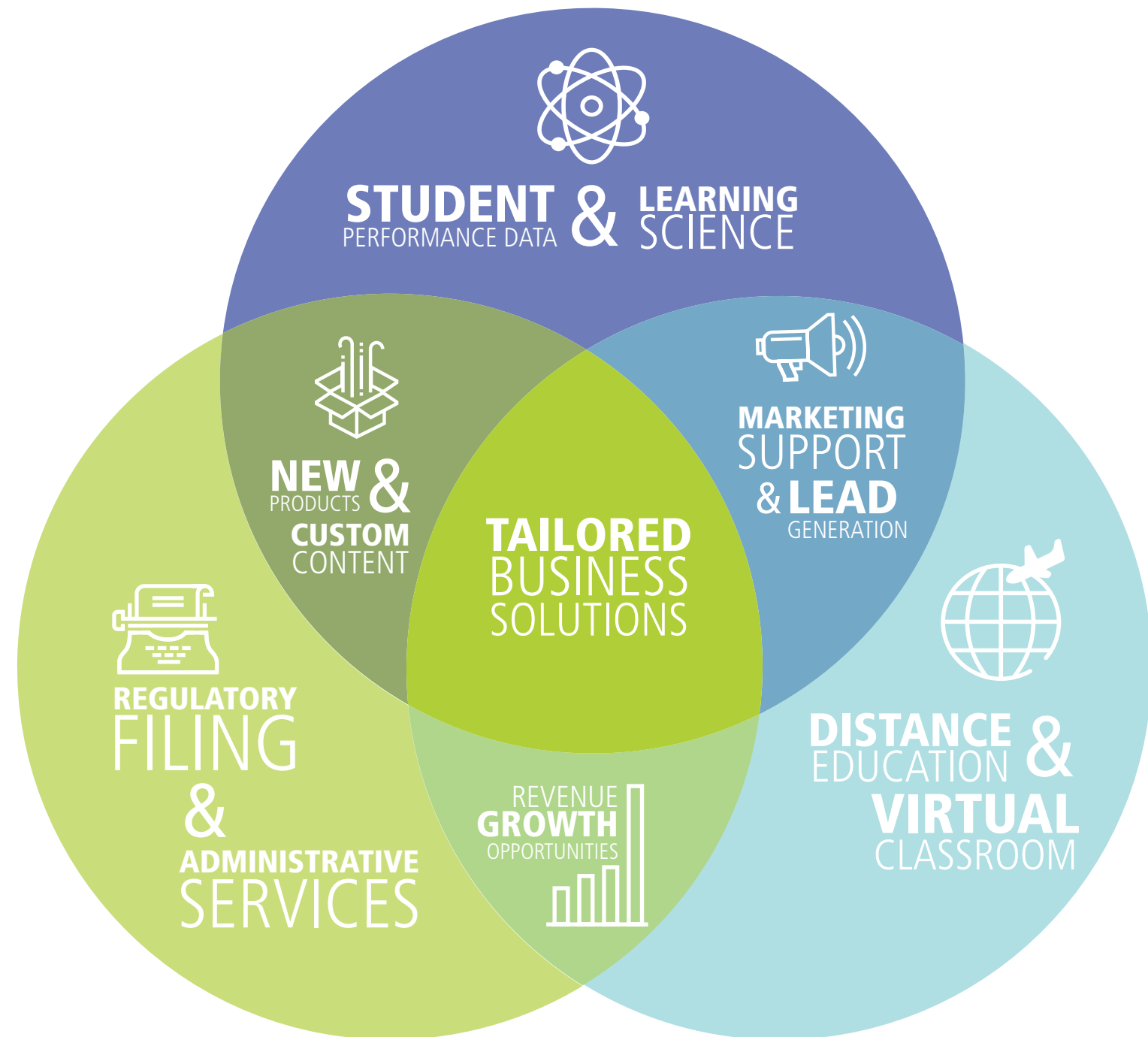
- Dozens of learning components that help students fully master key concepts
- Instructor Resources with PowerPoint presentations, quizzes, final exams, and more

Texas Online Prelicensing Courses + **Texas Real Estate Drill and Practice QBank** + **Mastering Real Estate Math eBook** = **Complete Prelicensing and Exam Prep Solutions**

Solutions are customizable to meet your needs!

The Dearborn™ Transformation

Dearborn is committed to building a successful future with our partners. It is this commitment that allows us to remain top of class in the real estate education industry. In order to provide the best experience possible, we have transformed Dearborn into a full service educational provider, featuring the best content and support services in the industry. Ensure your school's success with Dearborn.



Texas Regulations have Changed...

Dearborn has You Covered!

Texas changed its education requirements at the beginning of January 2016.
Dearborn has you covered for core licensing, SAE, and MCE courses.

NEW Texas Real Estate Commission Rule Changes

- Agents must complete 18 hours (previously 15 hours) of CE every two years.
- After January 1, 2016, apprentice agents are required to take four hours of TREC Legal Update I and II before their first renewal.
- TREC Legal Update I and II no longer count towards the 270 hours of required SAE.
- After January 1, 2016, combined 60-hour real estate qualifying courses will no longer be accepted for approval.

FULL Suite of Texas Core Prelicensing Education Offerings

Whether you would like to provide classroom, online courses, or correspondence courses, Dearborn has offerings to meet the Texas requirements.

Meet TREC's new distance education requirement with Dearborn's full suite of asynchronous online courses, correspondence packages, or provide live classes utilizing our full core textbook suite with robust Instructor Resources.

Core Packages Available for Classroom and Distance Education Delivery

- Textbooks plus Instructor Resources
- Asynchronous online courses
- Correspondence courses
(includes Assessments and Exercises)—coming soon

Texas Qualifying Courses

Core Licensing Titles	Online Courses	Textbook	Correspondence Courses
Modern Real Estate Practice in Texas	30-Hour Principles I & II	•	Coming Soon
Texas Real Estate Finance	•	•	Coming Soon
Texas Law of Contracts	•	•	Coming Soon
Texas Promulgated Forms	•	•	Coming Soon
Texas Real Estate Agency	•	•	Coming Soon
SAE Titles	Online Courses	Textbook	Correspondence Courses
Property Management	•	•	Coming Soon
Essentials of Real Estate Investment	•	•	Coming Soon
Sales and Marketing	•	•	Coming Soon

Instructor Resources available to support full live classes

Texas Continuing Education Offerings

MANDATORY Online Courses

- 2016/2017 Texas Real Estate Commission Legal Update I MCE, Version 1.0 (4 Hours)—coming soon
- 2016/2017 Texas Real Estate Commission Legal Update II MCE, Version 1.0 (4 Hours)—coming soon

ELECTIVE Online Courses

Contact your Client Success Manager at **800.958.6707** or via email at **salesops@dearborn.com** for all the Texas elective online courses.

Dearborn's Texas core prelicensing titles will help your program meet the new Texas Licensing Requirements.

The most up-to-date licensing text in Texas



Textbook, 685 pages, 2017 copyright, 8½ x 11"
ISBN 9781475435733 Retail Price \$54.56

eBook
ISBN 9781475437041 Retail Price \$37.61



Online Course

Call for details, 2017 copyright



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Buy all core prelicensing textbooks in a set and receive an additional discount

Online Course

Call for details, 2015 copyright



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NEW EDITION – COMING SOON

Modern Real Estate Practice in Texas, 17th Edition

by Cheryl Peat Nance, EdD, DREI, CREI, with Loretta DeHay, Contributing Editor

The latest edition of this classic Texas text is packed with all of the detail and analysis you've come to expect from a *Modern Real Estate Practice* book. Updated to cover new laws from Texas' 2015 legislative session, this is the most comprehensive prelicensing textbook in the state. "In Practice" and "For Example" sections emphasize real-life issues, and a variety of margin notes expand on key ideas.

CONTENTS: Introduction to Modern Real Estate Practice • Real Property • The Real Estate Market • Concepts of Home Ownership • Real Estate Brokerage and the Law of Agency • Fair Housing Laws and Ethical Practices • Texas Real Estate License Act • Interests in Real Estate • How Ownership Is Held • Legal Descriptions • Real Estate Taxes and Other Liens • Real Estate Contracts • Listing Agreements • Real Estate Appraisal • Real Estate Financing: Principles • Real Estate Financing: Practice • Transfer of Title • Title Records • Real Estate Mathematics • Closing the Real Estate Transaction • Leases • Property Management • Real Estate—A Business of Many Specializations • Control of Land Use and Green Initiatives • Real Estate Investment • Glossary • Answer Key • Index

NEW VERSION – COMING SOON

Modern Real Estate Practice in Texas 30-Hour Principles I and II, Version 17.0

by Cheryl Peat Nance, EdD, DREI, CREI, with Loretta DeHay, Contributing Editor

Based on the best-selling *Modern Real Estate Practice in Texas*, Principles I and Principles II cover everything a student needs to know to pass the Texas licensing exam in a convenient online format. These courses have been extensively revised to comply with the new TREC curriculum requirements for Principles I and II. The courses contain a variety of study tools to help students prepare for a career in real estate, including interactive exercises, reading comprehension quizzes, and links to all the relevant forms and websites.

CONTENTS: Principles I: Introduction to Modern Real Estate Practice • Real Property • The Real Estate Market • Concepts of Home Ownership • Real Estate Brokerage and the Law of Agency • Fair Housing and Ethical Practices • Texas Real Estate License Act • Interests in Real Estate • How Home Ownership Is Held • Legal Descriptions • Real Estate Taxes and Other Liens • Real Estate Contracts • Listing Agreements • Final Exam • **Principles II:** Real Estate Appraisal • Real Estate Financing: Principles • Real Estate Financing: Practice • Transfer of Title • Title Records • Real Estate Mathematics • Closing the Real Estate Transaction • Leases • Property Management • Real Estate—A Business of Many Specializations • Control of Land Use and Green Initiatives • Real Estate Investment • Final Exam

UPDATED VERSION

Texas Real Estate Finance, Version 6.5

by Doris Barrell, GRI, DREI, and David Sirota, PhD

Based on *Essentials of Real Estate Finance*, this dynamic online course covers the principles and practices of real estate finance. The course has been updated with the rules and regulations affecting the residential financing market. Updates include information about the new federal disclosure forms that will replace the Good Faith Estimate, Truth-in-Lending disclosure, and HUD-1 Settlement Statement. Interactive exercises, reading comprehension quizzes, and unit exams will help students master the key finance issues encountered during a majority of sales.

CONTENTS: The Nature and Cycle of Real Estate Finance • Money and the Monetary System • Additional Government Influence • The Secondary Mortgage Market • Sources of Funds: Institutional, Non-Institutional, and Other Lenders • Instruments of Real Estate Finance • Real Estate Financing Programs • Government Loans • Processing Real Estate Loans • Defaults and Foreclosures • Texas Financing Programs • Final Exam

Texas Real Estate Agency, 8th Edition

by Donna K. Peeples, PhD, Minor Peeples III, PhD, and A. Sue Williams, MS, with Thomas C. Terrell and Kathleen E. Terrell, CREI, Contributing Editors

This Texas agency book incorporates the latest legislation and explains agency relationships in a logical sequence with many examples and actual legal cases. It has been reorganized to match the Texas Real Estate Commission curriculum. A full set of Instructor Resources is included.

CONTENTS: Agency Concepts • Basic Agency Relationships, Disclosure, and Duties to the Client • Duties and Disclosures to Third Parties • Seller Agency • Buyer Agency • Representing More Than One Party in a Transaction: Intermediary Brokerage • Creation and Termination of Agency • Clarifying Agency Relationships • Employment Issues • Agency, Ethics, and the Law • Deceptive Trade Practices and Consumer Protection Act • Implementation and Presentation • Appendix A: Texas Occupations Code • Appendix B: Questions and Answers Regarding Disclosure of Agency and Intermediary Practice • Appendix C: NAR Code of Ethics • Glossary • Answer Key • Index



Textbook, 500 pages, 2014 copyright, 8½ x 11"
ISBN 9781475428094 Retail Price \$41.86

eBook
ISBN 9781475428117 Retail Price \$27.35



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UPDATED EDITION

Texas Law of Contracts, 2nd Edition Update

This edition covers all the topics required by the Texas Real Estate Commission (TREC) and includes updated information regarding loan estimates and closing disclosures. Key terms reinforce terminology, and unit summaries emphasize important concepts or serve as a quick refresher of unit content. Instructor Resources include outlines, exams, scenario exercises, instructor manual, and PowerPoint presentations.

CONTENTS: Texas Contract Law • Basics of Real Estate Law • Contracts Used in Real Estate • Ownership Rights and Limitations • The Sales Contract • Contingencies, Addenda, and Amendments • Financing Real Estate • Conveyance of Title • Transaction Process and Closing • Common Contract Mistakes • Glossary • Answer Key • Index

Teach students everything they need to know about contract law



Textbook, 232 pages, 2017 copyright, 8½ x 11"
ISBN 9781475443400 Retail Price \$42.45

eBook
ISBN 9781475445954 Retail Price \$28.30



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UPDATED EDITION

Texas Promulgated Forms, 2nd Edition Update

Peggy Santmyer, Contributing Author

Texas Promulgated Forms provides a clear, practical approach to purchase agreements and an in-depth analysis of Texas Real Estate Commission (TREC) forms for new licensees and seasoned practitioners. Case studies provide students with hours of practice using TREC promulgated forms. Instructor Resources include outlines, exams, and a PowerPoint presentation. New for this edition is the forms supplement, which is a separate book that includes all forms for instruction as well as blank and filled-out forms for case studies.

CONTENTS: Contract Law Overview • Laws, Rules, and Regulations • Parties, Property, and Financing • Covenants, Commitments, and Notices • Closing, Possession, and More • The Remaining Promulgated Forms • Promulgated Addenda, Notices and Other Forms • Other Real Estate Matters • Practice Makes Perfect • Glossary • Answer Key • Index

Help your students navigate their way through all of the required Texas real estate forms

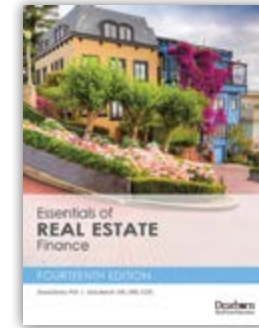


Textbook/Forms Supplement Set, 267 pages, 2015 copyright, 8½ x 11"
ISBN 9781475437584 Retail Price \$43.29

eBook + physical Supplement
Call for details Retail Price \$29.30



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Textbook, 300 pages, 2015 copyright, 8½ x 11"
ISBN 9781475428391 Retail Price \$57.52

eBook
ISBN 9781475428506 Retail Price \$40.31



Essentials of Real Estate Finance, 14th Edition

by David Sirota, PhD, and Doris Barrell, GRI, DREI

Containing in-depth and easy-to-understand coverage of the real estate finance industry, this classic text has trained over 100,000 real estate professionals. *Essentials of Real Estate Finance* can be used as prelicensing for salespersons and brokers, or in semester-length courses in two- and four-year colleges. Features include "In Practice" and "For Example" sections, review questions with detailed answer rationales, a complete glossary, and a set of Instructor Resources.

CONTENTS: The Nature and Cycle of Real Estate Finance • Money and the Monetary System • Additional Government Influence • The Secondary Mortgage Market • Sources of Funds: Institutional, Non-Institutional, and Other Lenders • Instruments of Real Estate Finance • Real Estate Financing Programs • Government Loans • Processing Real Estate Loans • Defaults and Foreclosures • Appendix A: Good Faith Estimate (GFE) • Appendix B: Settlement Statement (HUD-1) • Appendix C: Promissory Note Secured by Deed of Trust • Appendix D: Note & Deed of Trust Purchase Agreement • Appendix E: Note & Mortgage Purchase Agreement • Appendix F: Fixed/Adjustable Rate Note • Appendix G: Uniform Residential Loan Application • Appendix H: Request for Verification of Deposit • Appendix I: Request for Verification of Employment • Appendix J: Sample Credit Report • Appendix K: Uniform Residential Appraisal Report • Appendix L: Loan Estimate • Appendix M: Closing Disclosure • Glossary • Answer Key • Index

Exam Prep

Complete Texas Real Estate Drill and Practice QBank, Version 2.0

With our new complete package, students can focus their preparation for the Texas Real Estate License Exam specifically on the national and state portions of the exam.

Our QBanks give students the power to simulate nearly every test environment imaginable: from licensing exams as outlined in the Pearson VUE to customizing quizzes according to topics and subtopics. They can pinpoint problem areas with the Performance Tracker as well as indicate how they stack up with other students in Texas.

FEATURES:

- Simulate licensing exams
- Customize exams by topics and subtopics
- View answer explanations



Online Course

Call for details, 2015 copyright



Textbook, 78 pages, 2014 copyright, 8½ x 11"
ISBN 9781475421842 Retail Price \$27.46

Texas Real Estate Exam Prep, 3rd Edition

This exam prep booklet was written by state real estate experts and professionals and is ideal when used in conjunction with our Texas prelicensing titles. It features quizzes covering state-specific topics and 215 up-to-date, relevant questions on law and practice to help students master the state portion of the licensing exam. The answer key features in-depth rationales for each question.

CONTENTS: Commission Duties and Powers • Licensing • Standards of Conduct • Agency/Brokerage • Contracts • Special Topics • Practice Questions • Practice Questions Answer Key

Guide to Passing the Pearson VUE Real Estate Exam, 9th Edition

by William H. Pivar

Based on the new Pearson VUE content outline, this text features more than 1,000 exam-style questions and five review tests for countless hours of drill-and-practice exam preparation.

FEATURES:

- Over 1,000 exam-style questions with rationales provide hours of practice
- Five review exams of increasing difficulty help students prepare for the exam
- End-of-chapter questions guide students to state-specific information
- Mathematics chapter reinforces calculation techniques and reviews this often difficult subject

CONTENTS: The Pearson VUE Examination • Real Property and Ownership • Land-Use Controls, Restrictions, and Title Transfer • Valuation, Appraisal, and Investment Analysis • Contracts, Agency, and Disclosures • Federal Laws Governing Real Estate Transactions • Financing/Settlements • Property Management, Leases, and Broker Operations • Mathematics of Real Estate • Review Tests • Appendix • Glossary • Index

UPDATED EDITION

Mastering Real Estate Math, 8th Edition Update

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 • The Dodd-Frank Act and TRID • Lease Calculations • Comprehensive Review Exam • Measurements and Formulas • Glossary • Index

UPDATED EDITION

Real Estate Math: What You Need to Know, 7th Edition Update

by Linda L. Crawford

This text focuses on basic math concepts for both salesperson and broker candidates, complete with examples, formulas, calculations, practice problems, and detailed explanations of multi-step problems in key concept areas. The flexible format allows it to be used as a supplemental workbook or as a book for a stand-alone math course.

CONTENTS: You and This Book • Pretest • Solutions to Pretest • Review of Basics • Fractions, Decimals, and Percents • Using Percent in Real Estate • Legal Descriptions and Area Problems • Mortgage Math • Real Estate Taxes • Appraising and Investing Calculations • Computations and Closing Disclosures • Posttests I, II, and III • Solutions for Posttests I, II, and III • Index

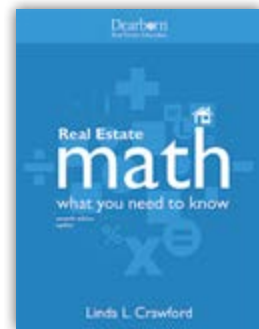


Textbook, 280 pages, 2015 copyright, 8½ x 11"
ISBN 9781475426137 Retail Price \$36.89



Textbook, 352 pages, 2017 copyright, 8½ x 11"
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eBook
ISBN 9781475446579 Retail Price \$25.56

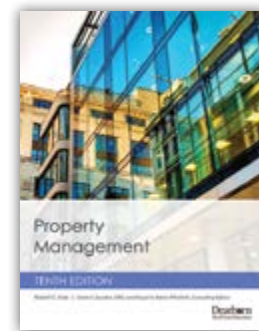


Textbook, 218 pages, 2017 copyright, 8½ x 11"
ISBN 9781475446593 Retail Price \$41.09



Textbook, 400 pages, 2016 copyright, 8½ x 11"
ISBN 9781475433722 Retail Price \$55.39

eBook
ISBN 9781475433739 Retail Price \$37.70



Textbook, 711 pages, 2016 copyright, 8½ x 11"
ISBN 9781475435771 Retail Price \$54.68

eBook
ISBN 9781475437096 Retail Price \$43.29

Online Course

Call for details, 2016 copyright

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NEW EDITION

Essentials of Real Estate Investment, 11th Edition

by David Sirota, PhD, and Karen Stefano, Contributing Editor

Using an effective blend of theory and practice, this text helps students navigate potential investment opportunities in the real estate market. A unified principles and practices approach allows instructors to adjust the curriculum to their needs, and the concise workbook format helps facilitate learning. Coverage explores investment trends, tax laws, regulations, and market conditions. Instructor Resources include course outline, quizzes, answer keys, and a PowerPoint presentation.

CONTENTS: Introduction to Real Estate Investment • Ownership Interests in Real Property • Feasibility Studies of Real Estate Investments • Income Taxes and Real Estate Investments • Financial Analysis of Real Estate Investments • Financing for Real Estate Investments • Investing in Land • Investing in Residential Properties • Investing in Office Buildings • Investing in Commercial Real Estate • Investing in Industrial Properties • Investing in Special Real Estate • Glossary • Answer Key • Index

NEW EDITION

Property Management, 10th Edition

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

This latest edition offers the most current and thorough overview of the property management profession available on the market today. A practical discussion explores daily issues facing practitioners, such as maintenance, accounting, administrative, and legal activities. In addition, there is up-to-date content on federal regulations, such as civil rights, fair housing, ADA issues, and environmental concerns. This edition also includes case studies and sample forms to enhance student application, as well as Instructor Resources to help with class preparation.

CONTENTS: Professional Property Management • Property Management Economics and Planning • Owner Relations • Marketing • Leases • Lease Negotiations • Tenant Relations • Maintenance and Construction • Managing the Office and Reports • Federal and State Laws • Residential Property • Specialized Housing • Office Property • Retail Property • Industrial Property • Risk and Environmental Issues • Life Safety Issues • Appendix: Internet Resources • Answer Key • Glossary • Index

NEW VERSION – COMING SOON

Property Management in Texas, 30-Hour Course, Version 5.0

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

This interactive course offers a practical look at the daily issues facing property managers, including maintenance, accounting, administrative, and legal activities. Instructional graphics, unit exams, reading comprehension quizzes, and interactive exercises help students gain mastery of this rapidly evolving field.

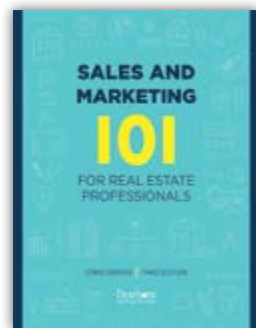
CONTENTS: Professional Property Management • Property Management Economics and Planning • Owner Relations • Marketing • Leases • Lease Negotiations • Tenant Relations • Maintenance and Construction • Managing the Office and Reports • Federal and State Laws • Residential Property • Specialized Housing • Office Property • Retail Property • Industrial Property • Risk and Environmental Issues • Life Safety Issues • Texas Property Management Policy and Law • Final Exam

NEW EDITION**Sales and Marketing 101 for Real Estate Professionals,**
3rd 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.

CONTENTS: Real Estate Marketing • The Marketing Concept • Market Research • Data Analysis, Drawing Conclusions, and Motivation • Target Marketing • Product and Pricing Strategy • Pricing Your Services • Place and Promotion Strategy • Ethics and Real Estate Professionalism • Insights Into a Successful Sale—No Trust, No Need • Insights Into a Successful Sale—No Help, No Hurry • Personal Selling • The Interview and Close • Appendix A: Marketing Plan • Glossary • Answer Key • Index



Textbook, 252 pages, 2016 copyright, 8½ x 11"
ISBN 9781475434354 Retail Price \$41.62

eBook
ISBN 9781475434378 Retail Price \$27.35

**NEW VERSION****Texas Essentials of Real Estate Investment, 30-Hour Course,**
Version 4.0

by David Sirota, PhD, with Karen Stefano and Loretta DeHay, Contributing Editors

Using an effective blend of theory and practice, this 30-hour SAE course helps students navigate potential investment opportunities in the real estate market. This dynamic presentation of the principles and practices of real estate investment covers investment trends, tax laws, regulations, and market conditions.

CONTENTS: Introduction to Real Estate Investment • Ownership Interests in Real Property • Feasibility Studies of Real Estate Investments • Income Taxes and Real Estate Investments • Financial Analysis of Real Estate Investments • Financing for Real Estate Investments • Investing in Land • Investing in Residential Properties • Investing in Office Buildings • Investing in Commercial Real Estate • Investing in Industrial Properties • Investing in Special Real Estate • Texas-Specific Real Property Laws Affecting Real Estate Investment • Final Exam

UPDATED VERSION**Texas Sales and Marketing 101 for Real Estate Professionals,** Version 3.5

by Chris Grover

This course provides comprehensive coverage of the marketing strategies and selling skills crucial for a successful career in real estate. Mixing entry-level concepts with advanced marketing theories, this course offers an interactive immersion into closing techniques, sales plans, digital marketing, and much more. With key terms, reading comprehension quizzes, and interactive exercises, this course may also be used to fill a 30-hour salesperson annual education (SAE) requirement in Texas. New units on technology, online marketing, and social media strategies make this the most comprehensive guide for applying classic marketing and sales techniques to a real estate career.

CONTENTS: Real Estate Marketing • The Marketing Concept • Market Research • Data Analysis, Drawing Conclusions, and Motivation • Target Marketing • Technology in Real Estate • Online Marketing Techniques • Social Media Marketing • Product and Pricing Strategy • Pricing Your Services • Place and Promotion Strategy • The Marketing Plan • Ethics and Real Estate Professionalism • Understanding Your Clients • Insights Into a Successful Sale: No Trust, No Need • Insights into a Successful Sale: No Help, No Hurry • Personal Selling • The Interview and Close • Final Exam

Online Course

Call for details, 2016 copyright

**Online Course**

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Mandatory Continuing Education

Dearborn is committed to providing a wide variety of foundational-based continuing education titles that not only meet state requirements to help professionals maintain their licenses, but also cover relevant, hot-topic issues to keep real estate professionals in tune with changes in the industry. The following courses approved for continuing education in Texas represent mandatory and elective topics of interest to today's professionals.

Choose from these titles to create a customized CE offering for your school.

MANDATORY Online Courses

- 2016/2017 Texas Real Estate Commission Legal Update I MCE, Version 1.0 (4 Hours) - COMING SOON
- 2016/2017 Texas Real Estate Commission Legal Update II MCE, Version 1.0 (4 Hours) - COMING SOON

ELECTIVE Online Courses

Contact your Client Success Manager at **800.958.6707** or via email at salesops@dearborn.com for all the Texas continuing education elective online courses.

Coming
Soon...**FULL
THROTTLE
COACHING**BECOME A
GREAT
REAL ESTATE COACH

› **THE GREAT EIGHT:** 8 THINGS YOU MUST DO TO SURVIVE
AND THRIVE IN REAL ESTATE

› **LISTINGS:** WHERE THE REAL MONEY IS

› **BUYERS:** BE SUCCESSFUL, FAST

› **READY, SET, GO!** THE FOUR SKILLS YOU NEED TO
LAUNCH YOUR REAL ESTATE CAREER

Full Throttle Coaching is a "train the trainer" instructional program designed for anyone who aspires to be a successful real estate coach. This program can be modified to fit your personal strengths, your current coaching program, or your students' needs. The content is delivered to you through OnDemand video, printed lesson plans, and an instructor manual, complete with coaching tips and strategies. Each Full Throttle Coaching module helps you deliver quick, efficient, and impactful coaching sessions week after week.

OUR MULTI-SESSION MODULES CONTAIN THE FOLLOWING TOOLS:

Coaching Strategies:
Multiple approaches for best outcomes

Student Workbooks:
Detailed weekly exercises and activities

Train the Trainer Videos:
Focused and impactful preparation tool

KDNA™ Coaching Accountability Tracker:
Track students' daily and weekly progress

FOR MORE INFORMATION ON *FULL THROTTLE COACHING*,
PLEASE CONTACT PARTNERS@DEARBORN.COM.

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

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.
- Describe and explain ancillary real estate-related issues such as title insurance, financing, home inspection, and appraisal.

Dearborn
Real Estate Education



The Ultimate Turn-key Solution!

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

● Instructor Resources

NEW!
**FULL
THROTTLE
COACHING**
SEE PAGE 11 FOR DETAILS

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®**.

Professional Development and Reference

Help Your Students Excel in Their Careers

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.beforehittingend.com.

CONTENTS: Getting Started: What Do You Want to Say? • What Tone Do You Want to Convey? • Structuring a Message for Maximum Impact • Use Transition Words to Signal Where Your Message Is Going • Enhance Readability With a Visually Appealing Layout • Be Specific and Precise in Your Writing • Watch the Order of Your Words • Use Your Verbs Wisely • Get In, Get Out, Move On: Eliminate Unnecessary Words • Shorter Sentences Are Better • Power Writing for Real Estate • Writing to Persuade • Delivering Bad News Gracefully • Proper Word Usage and Three Simple Grammar Rules • Proper Punctuation • Take the Time to Get It Right: 12 Questions to Ask as You Review and Revise • A Message for Brokers: 10 Steps for Improving Your Agents' Writing Skills • Appendix: Sample Emails • Index

Power Real Estate E-mails & Letters, 5th Edition

by William H. Pivar and Corinne Pivar

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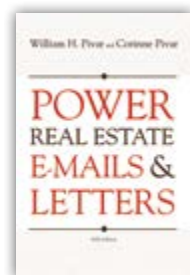
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