



# *Educator's Guide* MARYLAND

Dearborn™  
Real Estate Education

# Educator's Guide






## MARYLAND

## 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.

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## 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.

## 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





**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.

## 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



REcampus Online



eBook



Audio



Instructor Resources



## 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

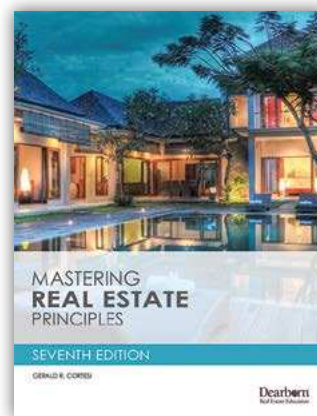
by Wade E. Gaddy Jr. and Robert E. Hart, with Marie S. Spodek, DREI, Consulting Editor

*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

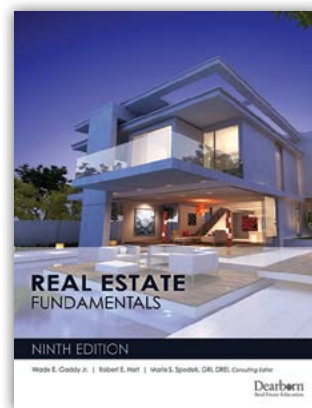


**Textbook**, 700 pages, 2016 copyright, 8½ x 11"  
**ISBN 9781475434033 Retail Price \$53.46**

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



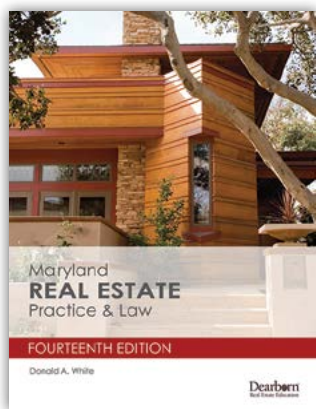
An organized,  
 appealing, user-friendly  
 prelicensing text known  
 for its workbook format  
 and interactive  
 approach to learning



**Textbook**, 362 pages, 2015 copyright, 8½ x 11"  
**ISBN 9781475428384 Retail Price \$34.40**

**eBook**  
**ISBN 9781475428490 Retail Price \$24.04**





**Textbook**, 258 pages, 2014 copyright, 8½ x 11”  
**ISBN 9781475421811 Retail Price \$30.48**

**eBook**  
**ISBN 9781475426779 Retail Price \$22.59**



**Online Course**

Call for details, 2015 copyright



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



**Maryland Real Estate Practice & Law, 14th Edition**

by Donald A. White

This text is a premier source for current and detailed information on Maryland prelicensing requirements. Students will receive updated information on short sale transactions, real estate advertising by licensees, protected categories, returning earnest money, converting manufactured homes to real property, and obtaining, renewing, and reactivating a real estate license.

**CONTENTS:** Maryland Real Estate License Law and Related Regulations • Real Estate Agency • Real Estate Brokerage • Listing Agreements and Buyer Representation Agreements • Interests in Real Estate • How Ownership Is Held • Legal Descriptions • Real Estate Taxes and Other Liens • Real Estate Contracts • Transfer of Title • Title Records • Real Estate Financing • Leases • Environmental Issues and Real Estate Transactions • Fair Housing • Closing the Real Estate Transaction • Appendix A: Maryland Real Estate License Examinations • Appendix B: Practice Exam • Appendix C: Complaint Procedure • Appendix D: Maryland Real Estate–Related Web Sites • Appendix E: Documentation Required in Maryland Residential Real Estate Sales Transactions • Appendix F: Recent Changes to Title 17, Maryland Real Estate Brokers Act • Answer Key • Index

**NEW VERSION**

**Maryland Real Estate Principles and Practice, Version 3.0**

by Donald A. White with William B. Frost, GRI, Contributing Editor

This 60-hour online course is the premier source for Maryland prelicensing students to learn current and detailed information that is essential for passing their licensing exams. The state portion of the course includes a general discussion of real estate practices and takes a look at the changing fields of agency, financial policy, and real property laws. The national portion covers everything prelicensing students need to know in order to pass their exam and begin working in the field. Built to the latest instructional design standards, this course includes interactive exercises, reading comprehension quizzes, and practice exams.

**CONTENTS:** Introduction to the Real Estate Business • Real Property and the Law • Concepts of Home Ownership • Agency • Real Estate Brokerage • Listing Agreements and Buyer Representation • Interests in Real Estate • Forms of Real Estate Ownership • Legal Descriptions • Real Estate Taxes and Liens • Real Estate Contracts • Transfer of Title • Title Records • Real Estate Financing: Principles • Real Estate Financing: Practice • Leases • Property Management • Real Estate Appraisal • Land-Use Controls and Property Development • Fair Housing and Ethical Practices • Environmental Issues and the Real Estate Transaction • Closing the Real Estate Transaction • Real Estate Investment • Maryland Real Estate Law • Brokerage Relationships and Agency • Interests and Forms of Homeownership • Real Estate Taxes and Other Liens • Real Estate Contracts • Real Estate Financing • Title Issues • Leasing Real Estate in Maryland • Maryland Fair Housing Law • Maryland Real Estate Ethics • Final Exam

**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
- More than 700 items and definitions
- Video and audio clips for additional review
- 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.



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

by Lawrence Sager

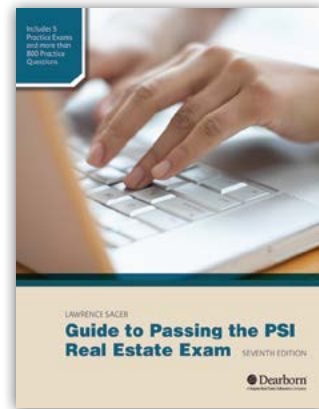
This book offers the latest and most comprehensive information available to help students prepare for the PSI Real Estate Exam. Based on the latest content outline, this text simulates the style, difficulty, and content of the PSI exam and offers more questions and answers than any other PSI exam prep 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



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

## Complete Maryland Real Estate Drill and Practice QBank

Version 2.0

What do you get when you put over 55 years of licensing and exam preparation behind one comprehensive test engine? QBanks! Our versatile complete QBank package will better prepare students for real estate licensing exams.

With our new complete package, students can focus their preparation for the Maryland 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 PSI 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 Maryland.

### FEATURES:

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



### Online Course

Call for details, 2014 copyright



## REAL XPERTS



## 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.

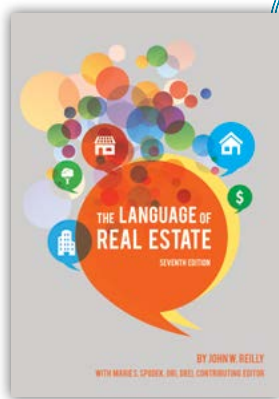
As a Dearborn REcampus partner, you can add these videos to your site free of charge! To get the RealXperts video series added to your portal, visit our website.

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

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



An indispensable reference of key real estate terms



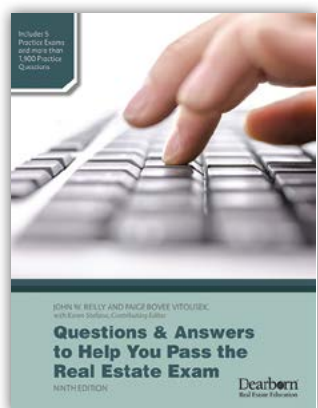
**Textbook**, 483 pages, 2013 copyright, 7<sup>7</sup>/<sub>8</sub> x 9<sup>1</sup>/<sub>4</sub>"  
**ISBN 9781427714800 Retail Price \$40.44**

**eBook**  
**ISBN 9781475422115 Retail Price \$27.63**



**Textbook**, 328 pages, 2012 copyright, 8<sup>1</sup>/<sub>2</sub> x 11"  
**ISBN 9781427731432 Retail Price \$37.64**

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



**Textbook**, 452 pages, 2015 copyright, 8<sup>1</sup>/<sub>2</sub> x 11"  
**ISBN 9781475424812 Retail Price \$35.81**

## 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

## 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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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.



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CONTINUING EDUCATION

## NEW VERSION – COMING SOON

### Maryland Ethics & Predatory Lending, Version 4.0

by William B. Frost, GRI

Satisfy Maryland's 3-hour ethics requirements with this interactive online course. Topics include an extended discussion of the Maryland Code of Ethics and how it pertains to contemporary real estate concepts like flipping and predatory lending. A popular choice for Maryland real estate licensees, the latest version of this course is presented with an interactive new design that stresses the retention of key concepts.

**CONTENTS:** Ethical Advertising • Maryland Real Estate Commission Code of Ethics • Predatory Lending and Illegal Flipping • Final Exam

## NEW VERSION

### Maryland Fair Housing, Version 3.0

by William B. Frost, GRI

This mandatory online course uses interactive exercises and engaging graphics to help students review federal Fair Housing Acts. The course also covers other federal laws, as well as state and local fair housing laws and regulations in Maryland, including fair housing advertising.

**CONTENTS:** Fair Housing in the United States • Additional Federal Equal Opportunity Laws • Fair Housing in Maryland • Final Exam

## Online Course

[Call for details](#), 2016 copyright



## Online Course

[Call for details](#), 2015 copyright



## 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)



**Online Course**

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Core CE for  
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licensees**Online Course**

Call for details, 2012 copyright

Core CE for  
Maryland  
residential  
licensees**Online Course**

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**Online Course**

Call for details, 2016 copyright

**NEW VERSION – COMING SOON****Maryland Legislative Update, Version 4.0**

by William B. Frost, GRI

Satisfy Maryland's 3-hour continuing education requirement for law and regulation with the most comprehensive instructional course on the web. Explore vital issues like licensee certification, education requirements, regulatory issues, and more. Built with the latest instructional design principles, interactive exercises and reading comprehension quizzes help students learn complex issues.

**CONTENTS:** Regulations and Polices of the Maryland Real Estate Commission • Maryland Law Changes • Federal Law and Regulations Changes • Final Exam

**MREC Agency—Commercial, Version 1.0**

by Sydney Machat, CRE, CCIM

This Maryland commercial agency course is based on the standard outline from the Maryland Real Estate Commission and was written by a trained agency instructor. Students will refresh their understanding of the key principles governing commercial agency relationships, review basic disclosures that are historically tied to common law, explore practical examples of fiduciary obligations to clients in sale and lease transactions, and learn how to avoid situations where dual representation of clients might cause problems. This course has been updated with recent legal cases, and it will discuss how these court decisions affect commercial real estate practitioners.

This course meets the mandatory agency requirement for Maryland licensees who are involved in commercial real estate.

**CONTENTS:** Introduction to Commercial Agency • Agency Law and the Agent's Duty to Principals • The Terminology of Agency • Remedies and Obligations • Final Exam

**MREC Agency—Residential, Version 1.0**

by William B. Frost, GRI

This Maryland residential agency course meets the mandatory agency requirement that licensees must complete at least three hours of agency every four years. It is based on the standard outline from the Maryland Real Estate Commission and was written by a trained agency instructor. Students will receive detailed information about residential agency, including requirements for brokerage agreements, duties owed by licensees, disclosure forms, and regulations about dual agency.

**CONTENTS:** Introduction and Brokerage Agreements • Duties of the Agent and Disclosure Forms • Confidential Information and Ministerial Acts • Presumption of Buyer Agency • Dual Agency, Teams, and Open Houses • Final Exam

**COMING SOON****Maryland Broker Supervision, Version 1.0**

Contact your Account Manager for details.

**MREC Agency Courses**

All MD real estate licensees are required to take a three-hour CE course on the principles of agency and agency disclosure at least once every four years. Our commercial agency and residential agency courses allow licensees to choose their primary audience. (Agents may also take the other agency class and count those hours as an elective towards the overall 15 hours of CE required for license renewal.)



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Instructor Resources

## Additional Continuing Education Titles

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 Maryland represent elective topics of interest to today's professionals.

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

- **NEW VERSION!** All Under One Roof OnDemand Course
- Everyday Ethics in Real Estate
- Houses: Buy, Fix, Sell!
- **NEW VERSION!** Identifying Theft: Protecting Your Clients and Your Business
- Scams, Scoundrels, and Real Estate Stings
- Buyer Representation in Real Estate
- Environmental Issues in Your Real Estate Practice
- Fair Housing
- Foreclosures, Short Sales, REOs and Auctions
- Introduction to Commercial Real Estate Sales
- Investment Property Practice and Management
- Mortgage Fraud and Predatory Lending: What Every Agent Should Know
- **NEW EDITION - COMING SOON!** Property Management and Managing Risk
- Real Estate and Taxes: What Every Agent Should Know
- Real Estate Finance and Tax Issues
- Real Estate Finance Today
- **NEW EDITION - COMING SOON!** Red Flags Property Inspection Guide
- Risk Management
- **NEW EDITION - COMING SOON!** Sustainable Housing and Building Green: What Agents Should Know
- **NEW - COMING SOON!** The Twenty Most Cost-Effective Home Improvements OnDemand Course
- The Truth About Mold
- **NEW EDITION!** Understanding 1031 Tax-Free Exchanges
- **NEW EDITION - COMING SOON!** Understanding Credit and Improving Credit Scores: What You Need to Know
- Understanding Today's Investors
- Virtual Brokerage: How to Do It

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continuing education  
textbooks.

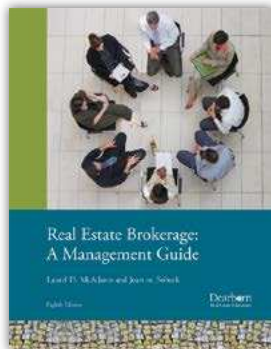


# Guide Your Students to New Careers as Brokers

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



**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**



## 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

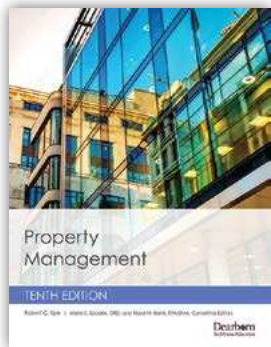
## NEW EDITION – COMING SOON

### Property Management, 10th Edition

by Robert C. Kyle with Judith B. Wolk and Floyd M. Baird, RPA/SMA,  
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



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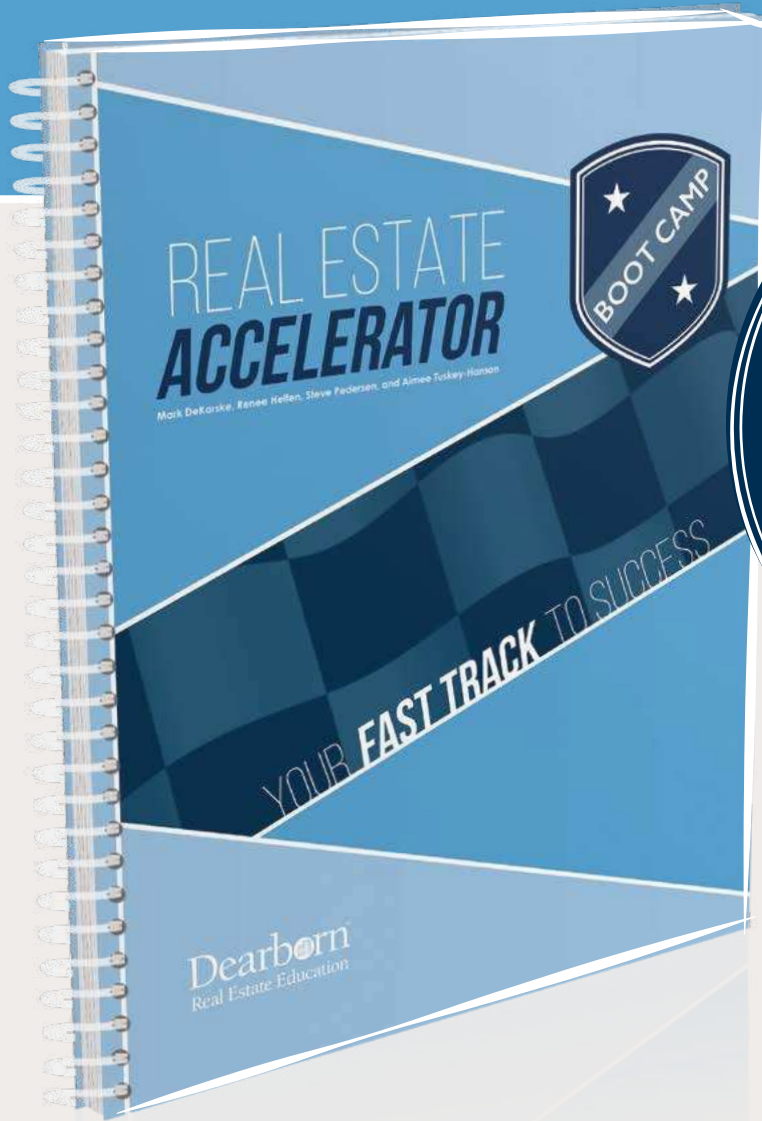


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## NEW

### Real Estate Accelerator

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

It's widely reported that roughly 50% 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.
- Describe and explain ancillary real estate-related issues such as title insurance, financing, home inspection, and appraisal.

Dearborn<sup>™</sup>  
Real Estate Education

# 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.beforehittingsend.com](http://www.beforehittingsend.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 Your 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

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.

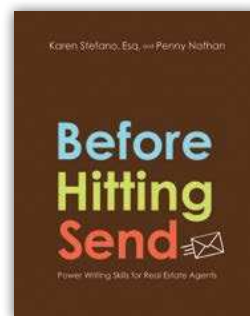
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### The Green Guide for Real Estate Professionals

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

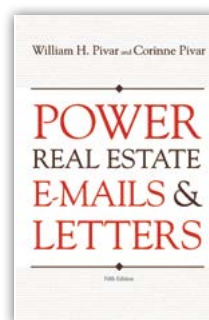


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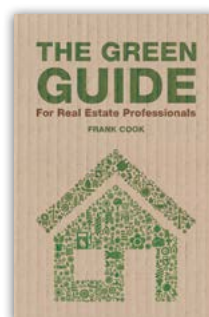


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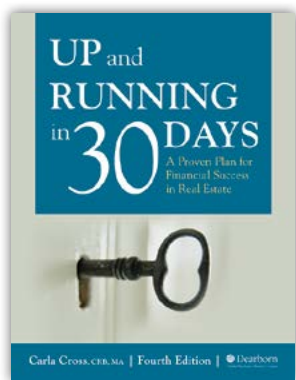


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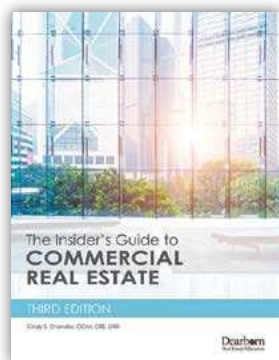


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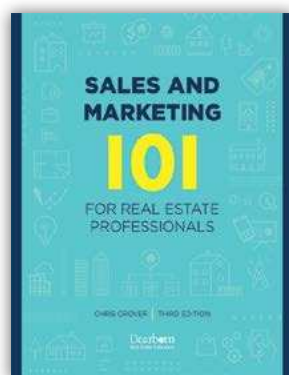


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## Up and Running in 30 Days: A Proven Plan for Financial Success in Real Estate, 4th Edition

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.

**CONTENTS:** Special Message to Managers • Introduction • The Churning, Shifting Real Estate Industry and What It Means to You • The Six Principles of a High-Producing Business • Four Weeks to Becoming a Successful Agent • Week One Start-Up Plan • Week Two Start-Up Plan • Week Three Start-Up Plan • Week Four Start-Up Plan • The Skills of Lead Generation • Must-Haves in Your Sales Arsenal: Qualifying Procedures, Marketing Plans, and Your Personal Promotional Tool • Seven Critical Sales Skills for Success • The Completed *Up and Running* Start-Up Plan • Blank Forms for Your *Up and Running* Plan • Sample Scripts, Letters, and Processes • References • Index

Beyond the  
 basics of  
 commercial  
 real estate

## NEW EDITION – COMING SOON

### The Insider's Guide to Commercial Real Estate, 3rd Edition

by Cindy S. Chandler, CCIM, CRE

This commercial real estate text begins with the basics, such as property types and commercial real estate culture, moves into an in-depth discussion of math, finance, and contracts that every professional needs to master, and ends by exploring several entry-level career options. Readers will finish with a specific plan to begin their commercial real estate careers, apply all its terms, contracts, and processes, and do so with a knowledge of various career paths.

**CONTENTS:** Getting Started • Types of Properties • Investors and Other Types of Buyers • Land • Commercial Contracts • Math and Valuation • Finance • Brokerage Fundamentals • Leasing • Development • Property Management • Appendix A: Due Diligence Checklist • Glossary • Answer Key • Index

## 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

