

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: REA 110

Credits: 3

Course Title: Real Estate Sales

Course Description:

Focuses on the fundamentals of sales and principles as they apply to real estate. Includes prospect, motives, needs, and abilities to buy real estate. Lecture 3 hours per week.

General Course Purpose:

This course, which is designed to cover the principles and practices necessary to create and operate a successful real estate business, is a requirement of the Real Estate Career Studies Certificate.

Course Objectives:

Upon completing the course, the student will be able to

1. Characterize sales and how it is a part of a total marketing effort
2. Explain the components of the marketing concept and the problems associated with implementing it
3. Explain and analyze the difference between selling a product, selling a total product, and enhancing the value
4. Define the concept of place and the elements it involves
5. List, describe, and explain the steps involved in real estate sales and marketing and the presentations made by agents
6. Describe the history of ethical regulations and laws and explain the need for ethics in the real estate industry
7. Explain the advantages and disadvantages of personal selling for both the owner and the salesperson
8. Identify and give practical use to multiple closing techniques;

Major Topics to be Included:

1. Real Estate Marketing
2. Market Research
3. Data Analysis
4. Product and Pricing Strategy
5. Pricing Your Services
6. Real Estate Sales
7. Drawing Conclusions and Motivation
8. Ethics and Real Estate Professionalism
9. Personal Selling
10. Interviewing and Close

Effective Date of Course Content Summary: August 16, 2012