

Educator's Guide

FLORIDA

Dearborn™
Real Estate Education









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Educator's Guide

FLORIDA

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Our Mission

Dearborn Real Estate Education is a leading provider of top-quality education content solutions for real estate schools. With over 30 years of experience serving Florida real estate education providers, we understand this industry and are committed to helping our partners succeed.

We have the largest selection of state-specific products available. Our authors, Linda Crawford and Edward O'Donnell, are Florida real estate professionals with more than 60 years of combined experience, so you can be sure our materials are relevant and current to state requirements.

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.

Expand into Distance Education with the New 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

- Customized report generation, online bookstore, and site content
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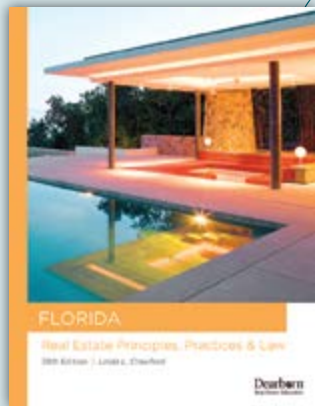


To learn more about REcampus, visit our website at www.dearborn.com or contact your account manager today.



Complete Prelicensing Curricula

George Gaines, Jr. and David S. Coleman first authored *Florida Real Estate Principles, Practices & Law* in 1977 and set a standard of education in Florida yet to be beat. Their dedication continues today with the author of our Florida prelicensing series, Linda Crawford. For a successful prelicensing class, we suggest combining one of the following titles with *Florida Real Estate Exam Manual*. When used together, these titles will not only teach students what they need to know to begin a successful career, but will also provide hours of exam prep practice to lower exam anxiety and increase first-time pass rates.



Meets new
2015 Florida
Curriculum
Requirements

NEW EDITION

Florida Real Estate Principles, Practices & Law, 38th Edition

by Linda L. Crawford

Florida Real Estate Principles, Practices & Law sets the standard for real estate education in Florida. This edition contains major updates to conform with the revised Florida Real Estate Commission (FREC) Sales Associate Course I Syllabus, effective January 1, 2015. Instructor Resources include a 317-page Instructor Manual with chapter teaching outlines, discussion questions, and classroom exercises. Practice quizzes provide instructors with additional classroom materials for reinforcing important concepts. The Instructor Manual includes explanations and math solutions for the textbook's end-of-chapter review questions.

Textbook, 491 pages, 2015 copyright, 8½ x 11"
ISBN 9781475424270 **Retail Price \$46.24**



An all-in-one
guide to Florida
real estate

CONTENTS: The Real Estate Business • License Law and Qualifications for Licensure • License Law Administration • Authorized Relationships and Ethics • Real Estate Brokerage Operations • Complaints, Violations, and Penalties • Federal and State Laws Pertaining to Real Estate • Property Rights: Estates, Tenancies, and Multiple Ownership Interests • Titles, Deeds, and Ownership Restrictions • Legal Descriptions • Real Estate Contracts • Residential Mortgages • Types of Mortgages and Sources of Financing • Computations and Title Closing • Estimating Real Property Value • Product Knowledge • Real Estate Investment Analysis and Business Opportunity Brokerage • Taxes Affecting Real Estate • The Real Estate Market • Planning and Zoning • Appendix A: Practice End-of-Course Exam • Appendix B: List of Acronyms • Appendix C: Know Your -ors and -ees • Appendix D: Math Formulas • Appendix E: Cross-Reference to Federal and Florida Law • Glossary • Index



Spanish
version
available

Principios, Prácticas & Ley de Bienes Raíces en Florida, 37ª Edición

(Florida Real Estate Principles, Practices & Law—Spanish translation)

by Linda L. Crawford

This Spanish translation of our popular *Florida Real Estate Principles, Practices & Law*, 37th Edition provides students with a second exciting option for learning key state-specific real estate concepts. It is updated every two years and includes a glossary of Spanish terms.

Textbook, 546 pages, 2014 copyright, 8½ x 11"
ISBN 9781427747013 **Retail Price \$46.24**



To learn more, contact your Florida account manager toll-free at 866.335.6722
or visit our Florida-dedicated website at www.dearborn-fla.com.



Extra Exam Preparation and Practice

These titles provide hours of practice and review of important topics from the core textbook, *Florida Real Estate Principles, Practices & Law, 38th Edition*, as well as practice on exam-style questions and important math concepts to help fully prepare students for the licensing exam.

NEW EDITION

Florida Real Estate Exam Manual for Sales Associates and Brokers, 38th Edition

by Linda L. Crawford

Updated annually to reflect the latest developments in Florida real estate laws and practice, this exam manual is the most comprehensive study tool available for both sales associate students and broker exam candidates. It uses a variety of study aids, including more than 600 practice questions and two 100-question sample exams, to enhance the concepts learned in the main text and prepare students for the licensing exam. Both sales associates and broker candidates can benefit from this text, as broker candidates are also tested on sales associate material.

CONTENTS: How to Use This Manual • Successful Exam-Taking Strategies • Real Estate Law, Florida Real Estate License Law • General Real Estate Law • Real Estate Principles and Practices • Sample Exam Questions • Practice Exam 1 • Practice Exam 2 • Answer Sheets • Answer Keys with Explanations (including Math Cross-Reference Key) • Glossary • Index

Florida Sales Associate Prelicensing Key Point Review Audio CDs and MP3, Version 37/38

by Linda L. Crawford

Now available in either CD or MP3 format, this title provides two hours of enhanced hands-free review of the key points of *Florida Real Estate Principles, Practices & Law, 38th Edition*. Searchable tracks allow students to go directly to specific chapter topics.

CONTENTS: The Real Estate Business • License Law and Qualifications for Licensure • License Law Administration • Authorized Relationships and Ethics • Real Estate Brokerage Operations • Complaints, Violations, and Penalties • Federal and State Housing Laws • Property Rights: Estates, Tenancies, and Multiple Ownership Interests • Titles, Deeds, and Ownership Restrictions • Legal Descriptions • Real Estate Contracts • Real Estate Finance • The Mortgage Market • Computations and Title Closing • Estimating Real Property Value • Product Knowledge • Real Estate Investment Analysis and Business Opportunity Brokerage • Taxes Affecting Real Estate • The Real Estate Market • Planning and Zoning

NEW VERSION

Florida Real Estate QBank for Sales Associates, Version 3.0

Students will be as prepared as possible to pass the Florida sales associates licensing exam when they test themselves with hundreds of questions using the industry's most advanced interactive testing platform ever created. 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 Florida-specific 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

The exam prep companion to *Florida Real Estate Principles, Practices & Law* (p. 3) and *Florida Real Estate Broker's Guide* (p. 6)



Textbook, 270 pages, 2015 copyright, 8½ x 11"
ISBN 9781475427493 Retail Price \$27.42



Audio CDs, 2014 copyright
ISBN 9781475420791 Retail Price \$38.10

MP3, 2014 copyright
Available through REcampus bookstore



Online Course
Call for details, 2015 copyright



Boost your revenue by selling online packages! Incorporate eBooks and exam prep into your prelicensing courses to prepare your students for the licensing exam. To learn more, contact your Florida account manager toll-free at 866.335.6722.



REcampus Online



eBook



Audio



Instructor Resources



Textbook, 202 pages, 2014 copyright, 8½ x 11"
ISBN 9781475421057 Retail Price \$39.13

Online Course

[Call for details](#), 2015 copyright



Textbook, 393 pages, 2014 copyright, 8½ x 11"
ISBN 9781475420173 Retail Price \$44.84



NEW EDITION

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

by Linda L. Crawford

Real Estate Math focuses on basic math concepts for both salesperson and broker candidates with examples, formulas, calculations, practice problems, and detailed explanations of multi-step problems in key concept areas. Its 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 • 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 Statements • Posttests I, II, and III • Solutions for Posttests I, II, and III

NEW VERSION

Florida Reactivation Course, Version 8.0

by Linda L. Crawford

This 28-hour online course, based on key content from *Florida Real Estate Principles, Practices & Law*, is updated annually and intended for real estate sales associates and brokers who currently hold involuntary inactive Florida real estate licenses. The course meets the education requirements needed to reactivate their license, including the required two exams. Practice activities provide an interactive method of concept reinforcement and self-testing.

CONTENTS: License Law and Qualifications for Licensure • License Law Administration • Authorized Relationships and Ethics • Real Estate Brokerage Operations • Complaints, Violations, and Penalties • Federal and State Laws Pertaining to Real Estate • Real Estate Contracts • Computations and Title Closing • Real Estate Investment Analysis and Business Opportunity Brokerage • Final Exam

NEW EDITION

Post-Licensing Education for Florida Real Estate Sales Associates, 9th Edition

by Edward J. O'Donnell

Written by an industry expert, this title fulfills the 45-hour state requirement. Completely updated to meet changing market needs, as well as changes in Florida law, this edition offers expanded discussion on financing, fair housing laws, and social media. It provides a step-by-step guide to conducting business in the real estate industry for new Florida licensees. Special learning features include action lists, useful online resources, case studies, a comprehensive appendix of useful forms, and tips for prospecting all the way through conducting a close. A complete set of Instructor Resources is available for classroom use.

CONTENTS: Legal Issues and Risk Management • Fair Housing and the Americans with Disabilities Act • Business Planning and Time Management • Prospecting for Listings • Pricing the Property to Sell • Making the Listing Presentation • Listing Contracts • Working with Buyers • Sales and Option Contracts • Writing and Presenting the Offer • Exploring Mortgage Alternatives • Acquiring Financing for the Property • Closing Real Estate Transactions • Analyzing and Managing Investment Property • Appendix A: Resources • Appendix B: Forms To Go • Appendix C: Practice Final Exam • Glossary • Index

DBPR course approval is required for this product before it can be offered to students for fulfilling licensure requirements.



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NEW EDITION

Continuing Education for Florida Real Estate Professionals, 15th Edition

by Edward J. O'Donnell

This new edition has the most recent changes to Florida law and FREC rule changes. Topic coverage includes the National Flood Insurance Program and more. This book is a popular, interactive approach to the 14-hour CE course, offering timely and critical information to licensees in short, lively chapters, with interspersed progress quiz questions. The “Forms-to-Go” section makes important forms readily available to licensees.

Instructor Resources include timed outlines for 3-hour core law, 7-hour specialty education, and 14-hour continuing education courses, as well as five final exams.

CONTENTS: Real Estate License Law Update • Escrow Accounts and Disciplinary Action • Other State and Federal Laws Affecting Real Estate • Real Estate Brokerage Relationships • Fair Housing and the Americans with Disabilities Act • Property Condition and Inspections • Real Estate Finance—Laws and Trends • Contracts and Closing • Progress Test Answer Key • Forms-To-Go • Index

NEW

Florida Real Estate Core Law, Version 1.0

by Edward J. O'Donnell

This course pulls together the required topics for the core law continuing education requirement from our popular book and online course, *Continuing Education for Florida Real Estate Professionals*. It offers timely and critical information to licensees in short, lively units, with interspersed progress quiz questions.

CONTENTS: Real Estate License Law Updates • Escrow Accounts and Disciplinary Action • Other State and Federal Laws Affecting Real Estate • Final Exam

Florida Real Estate Broker’s Guide, 5th Edition

by Linda L. Crawford and Edward J. O'Donnell

Approved by the state of Florida, this text is essential for all broker students. The guide includes all necessary topics for the broker exam, complete with end-of-chapter questions and a practice final exam. Updated to reflect changes to Chapter 475 F.S., this guide includes practice questions to prepare students for the new proficiency state exam requirements. Also available online, the guide is designed to meet the 72-hour education requirement for broker candidates. Instructor Resources include an instructor manual and additional exams.

CONTENTS: Introduction • Becoming a Licensed Real Estate Broker • Opening a Real Estate Office • Owning, Managing, and Supervising a Real Estate Office • Escrow Management • Office Inspections and the Disciplinary Process • Overview of Real Estate Valuation • Sales Comparison, Cost-Depreciation, and Income Approaches • Comparative Market Analysis • Basic Business Appraisal • Brokerage Relationships • Contracts • Financing Real Estate • Closing Real Estate Transactions • Federal Income Tax Laws Affecting Real Estate • Investment Real Estate • Zoning and Planning, Subdividing of Land, and Special Issues • Environmental Concerns Affecting Real Estate Transactions • Property Management • Practice Final Exam • Glossary • Index

The essential text for all Florida broker candidates

NEW VERSION

Florida Real Estate QBank for Brokers, Version 3.0

Students will be as prepared as possible to pass the Florida broker licensing exam when they test themselves with hundreds of questions using the industry’s most advanced interactive testing platform ever created. 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.



Textbook, 168 pages, 2015 copyright, 8½ x 11”
ISBN 9781475426144 Retail Price \$24.37



Online Course

Call for details, 2015 copyright



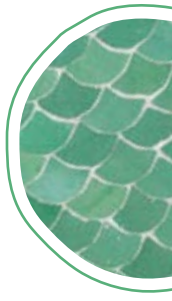
Textbook, 498 pages, 2013 copyright, 8½ x 11”
ISBN 9781427744340 Retail Price \$86.96



Online Course

Call for details, 2015 copyright





NEW VERSION – COMING SOON

Florida Real Estate Brokerage, A Management Guide: 30-Hour Broker Post-Licensing, Version 6.0

by Laurel D. McAdams and Joan m. Sobeck, with Edward J. O'Donnell, Contributing Editor

This online post-licensing course, based on the national *Real Estate Brokerage: A Management Guide* textbook, is tailored to Florida with specific content about state licensing laws, brokerage relationships, handling escrow, and more. Students will learn to become more efficient leaders and managers while fulfilling their licensing requirements.

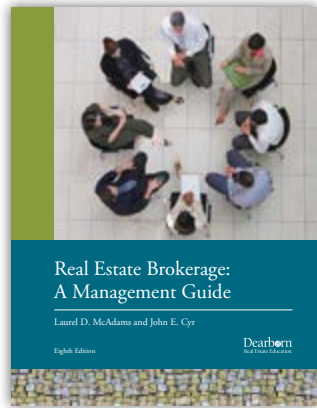
CONTENTS: The Challenge of Change • Leadership • Management Skills • Communications and Decision Making • Analyzing the Business Environment • Analyzing the Market • Developing a Plan • Structuring the Organization • Structuring Business Systems • Structuring the Finances • Business Policies and Procedures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

Online Course

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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 \$52.57

Textbook + Workbook
ISBN 9781427743978 Retail Price \$71.45



Florida Essentials of Real Estate Investment: 30-Hour Broker Post-Licensing, Version 5.0

by David Sirota, PhD, with Edward J. O'Donnell, Contributing Editor

Based on the popular *Essentials of Real Estate Investment*, this online course uses an effective blend of theory and practice to help students navigate potential investment opportunities in the real estate market. The course covers both the principles and the practices of real estate investments. Coverage explores investment trends, tax laws, tax liens, regulations, market conditions, Florida-specific land laws, and more.

CONTENTS: Introduction to Real Estate Investment • Ownership Interests in Real Property • Feasibility Studies of Real Estate • 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 • Commercial Real Estate Investments • Investing in Industrial Properties • Special Real Estate Investments • Final Exam

DBPR course approval is required for this product before it can be offered to students for fulfilling licensure requirements.

Online Course

Call for details, 2014 copyright



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Essentials of Real Estate Investment, 10th Edition

by David Sirota, PhD

Using an effective blend of theory and practice, this text helps students navigate potential investment opportunities in the real estate market. A Principles section and a Practices section allow 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 chapter outlines and quizzes, PowerPoint presentations, and two final exams.

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 • Commercial Real Estate Investments • Investing in Industrial Properties • Special Real Estate Investments • Glossary • Answer Key • Index



Textbook, 275 pages, 2013 copyright, 8½ x 11"
ISBN 9781427743282 **Retail Price \$52.75**



The Language of Real Estate, 7th Edition

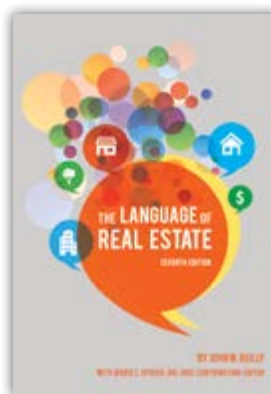
by John W. Reilly with Marie S. Spodek, DREI, CNE® Contributing Editor

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



An indispensable reference of key real estate terms

Textbook, 483 pages, 2013 copyright, 7⁵/₈ x 9¹/₄"
ISBN 1427714800 **Retail Price \$38.51**



NEW VERSION

The Language of Real Estate MP3, Version 7.0

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

This companion to the best-selling book offers yet another option for students to learn and practice industry terms. The audio product gleans some of the most important information from the book, all in a mobile-device friendly format.

CONTENTS: The Language of Agency and Brokerage • The Language of Property Ownership and Transfer • The Language of Real Estate Law and Contracts • The Language of Deeds and Encumbrances • The Language of Titles, Land-Use Controls, and Legal Descriptions • The Language of Finance and Federal Regulations • The Language of Appraising and Property Management • “False Friends”



MP3, 2014 copyright
Available through REcampus bookstore



Help Your Students Excel in Their Careers

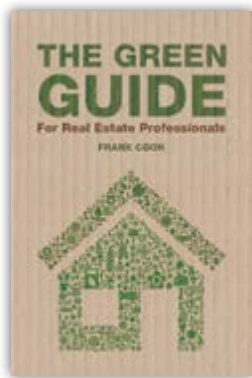
Our collection of professional development titles covers the most popular and important topics for today's agents: marketing, advertising, client relations, sales tips, trends, electronic communications, and more. Adding these titles to your school bookstore gives real estate professionals more resources to help them establish and maintain a successful real estate practice and provides your school with opportunity for additional revenue.



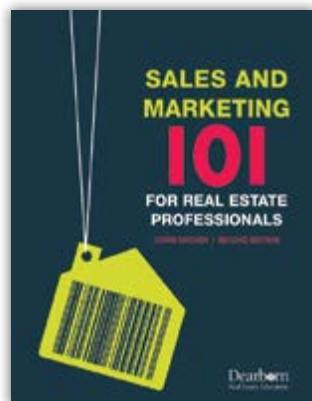
Textbook, 258 pages, 2012 copyright, 7¼ x 9"
ISBN 1427711186 Retail Price \$28.30



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



Textbook, 151 pages, 2012 copyright, 6 x 9"
ISBN 1427711399 Retail Price \$26.20



Textbook, 252 pages, 2012 copyright, 8½ x 11"
ISBN 9781427738240 Retail Price \$39.64



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.

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

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

Sales and Marketing 101 for Real Estate Professionals,

2nd Edition

by Chris Grover

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

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



REcampus Online



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Audio



Instructor Resources

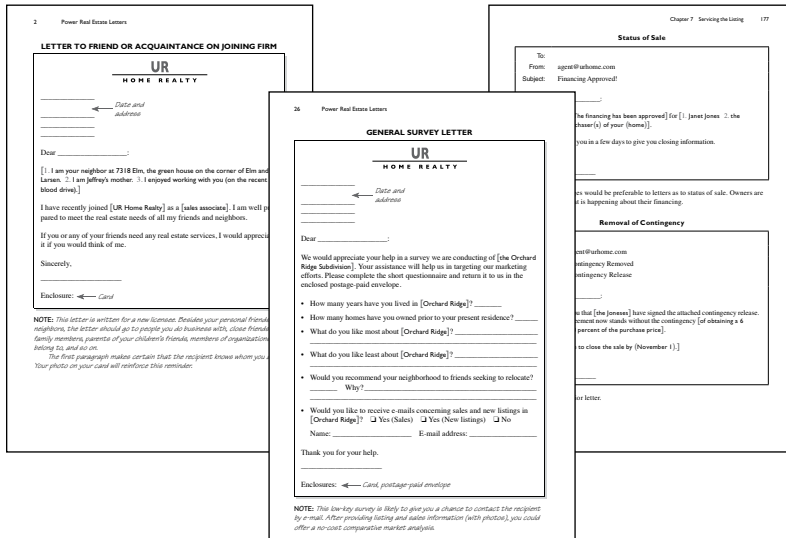


Power Real Estate E-mails & Letters, 5th Edition

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.

CONTENTS: Introduction • Promoting Yourself • Listing Solicitations • Solicitations for Expired and For-Sale-by-Owner Listings • Responses to Owner Inquiries • Residential Buyer Solicitations • Land, Business, and Investment Buyer Solicitation • Servicing the Listing • Buyer E-mails and Letters • Breach of Contract and Other Conflict Communications • Property Management • Broker, Lender, and Attorney Letters • Personnel Letters • Press Releases • Miscellaneous Letters • Index of Letters



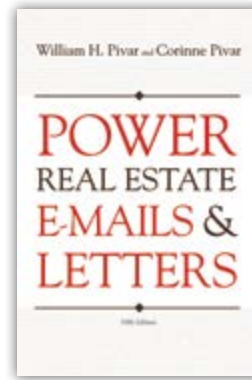
Sample Letters and E-mails

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

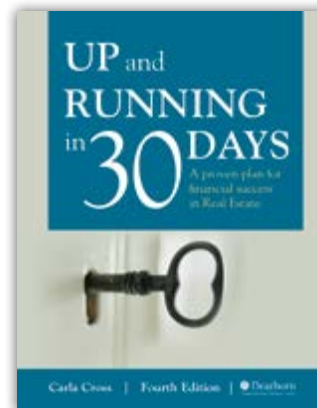
by Carla Cross, CRB, MA

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



Textbook, 367 pages, 2012 copyright, 6 x 9"
ISBN 1427711402 Retail Price \$31.24

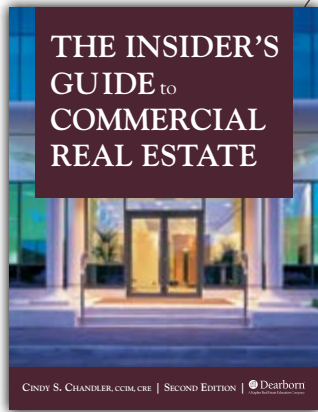


Textbook, 253 pages, 2012 copyright, 8½ x 11"
ISBN 1427711453 Retail Price \$31.74



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





Beyond the basics of commercial real estate

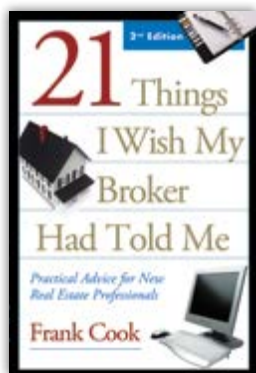
The Insider's Guide to Commercial Real Estate, 2nd Edition

by Cindy S. Chandler, CCIM, CRE, DREI

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

Textbook, 193 pages, 2013 copyright, 8½ x 11"
ISBN 9781427744326 Retail Price \$26.72



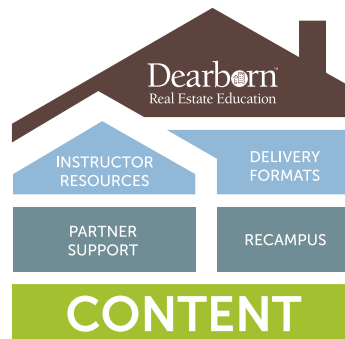
21 Things I Wish My Broker Had Told Me, 2nd Edition

by Frank Cook

While other how-to books offer insight from a few gurus, this book references dozens of top-producing, successful professionals for expert advice, opinions, and guidance on the things they wish they knew when they were first starting out.

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