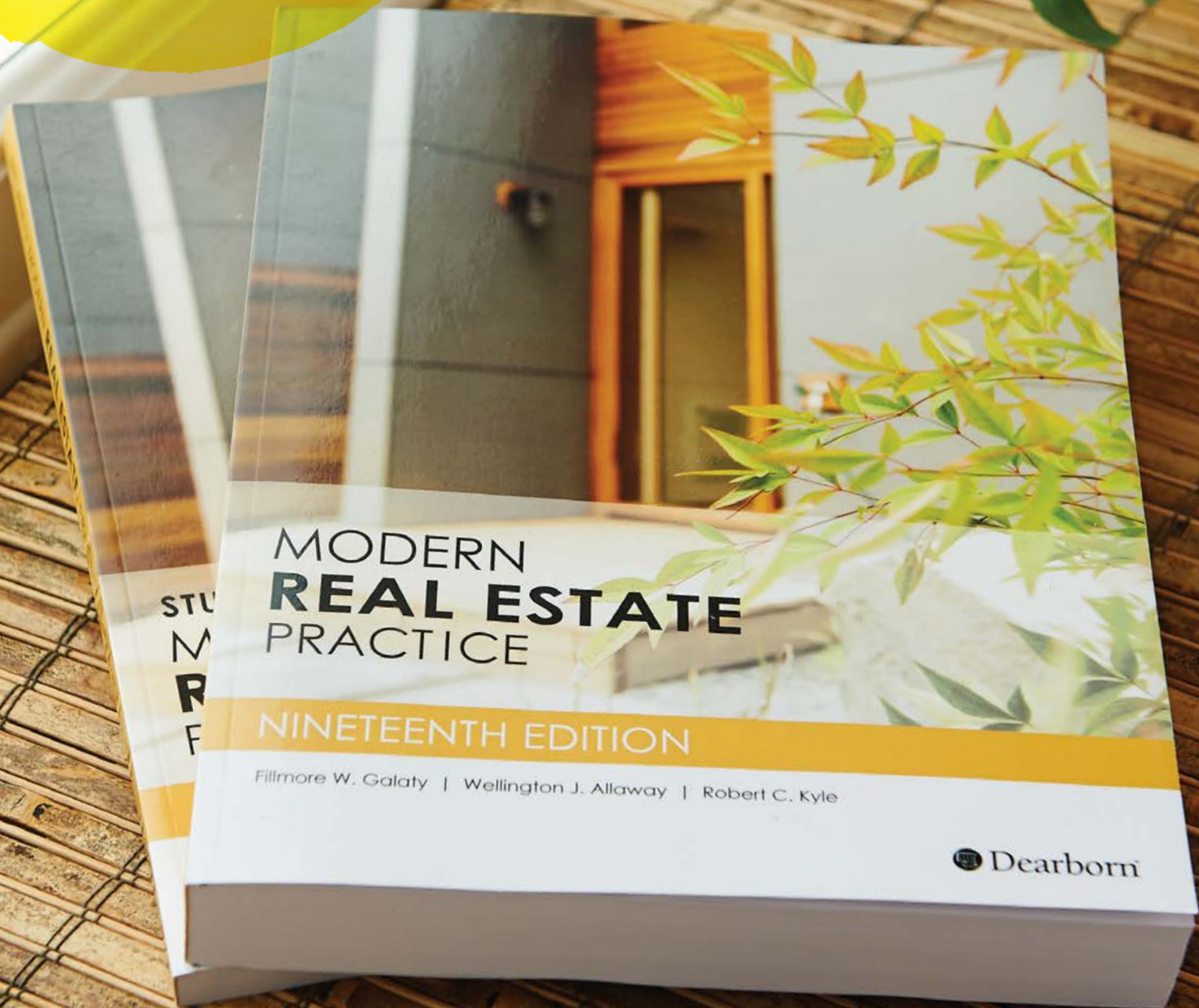


Educator's Guide

VIRGINIA 2014

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Real Estate Education



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EDUCATOR'S GUIDE VIRGINIA 2014

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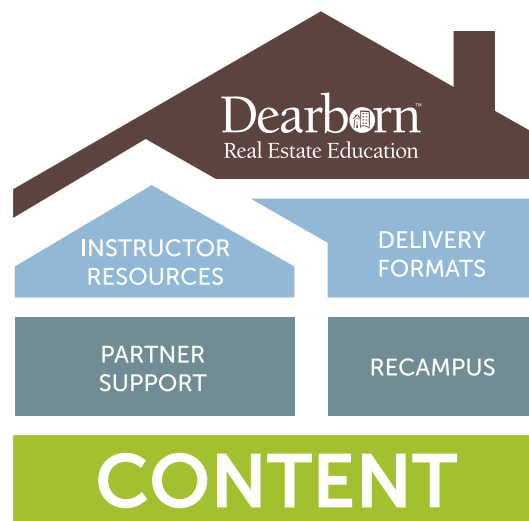
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by Fillmore W. Galaty, Wellington J. Allaway, and Robert C. Kyle

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 chapter includes an overview of chapter contents that highlights the topic and explains how it relates real estate law, regulations, and principles to the practice of real estate. Flashcards provide 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.

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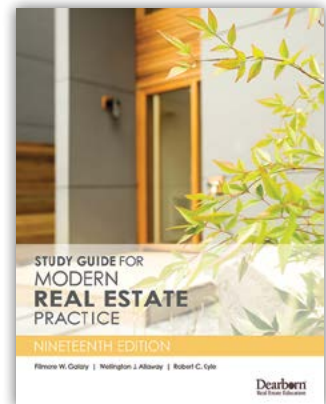
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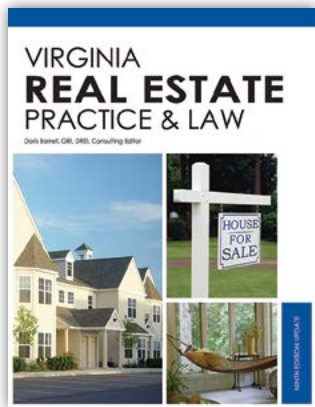
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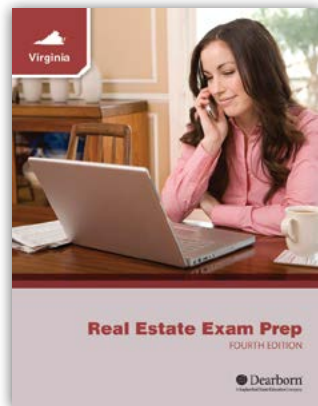


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UPDATED EDITION

Virginia Real Estate Practice & Law, 9th Edition Update

by Doris Barrell, GRI, DREI, Consulting Editor

This supplemental text covers Virginia real estate license law and regulation and is designed to be used with our national prelicensing texts and *Virginia Real Estate Exam Prep* for complete preparation for the state licensing exam. Updated with the latest information regarding agent relationships and the most current disclosure forms.

CONTENTS: Virginia Real Estate Law • Brokerage Relationships and Agency • Interests and Forms of Ownership • Real Estate Taxes and Other Liens • Real Estate Contracts • Real Estate Financing • Transfer of Title • Virginia's Real Estate License Law • Leasing Real Estate in Virginia • Virginia Fair Housing Law • Practice Examination • Forms

Virginia Real Estate Principles, Version 4.0

by Doris Barrell, GRI, DREI, Consulting Editor

This 60-hour online course covers Virginia license law, Real Estate Board rules and regulations, and other state laws. Course structure includes reading assignments, interactive exercises, and unit exams. A 100-question final exam accompanies the material.

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 • Virginia Real Estate Law • Brokerage Relationships and Agency • Interests and Forms of Ownership • Real Estate Taxes and Other Liens • Real Estate Contracts • Real Estate Financing • Transfer of Title • Leasing Real Estate in Virginia • Virginia Fair Housing Law • Final Exam

Virginia Real Estate Exam Prep, 4th Edition

Ideal when used with our other Virginia titles for complete preparation, this exam prep booklet, written by real estate experts and professionals in the state, features more than 200 carefully chosen questions on law and practice to help students master the state portion of the licensing exam.



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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

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

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 • Appendices: Mathematical Formulas at a Glance; Mathematics Practice and Review; Website Directory • Glossary

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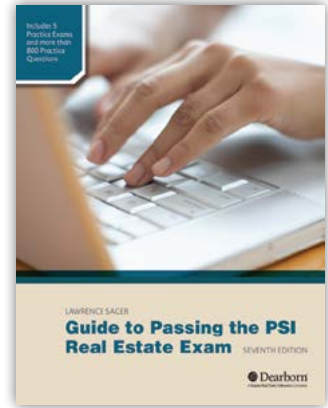
The Virginia Guide to Passing the PSI Exam QBank,

Version 1.0

Students will be as prepared as possible to pass the Virginia PSI 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.

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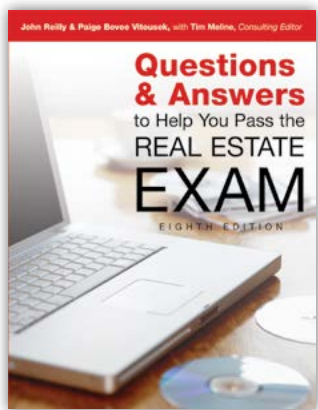
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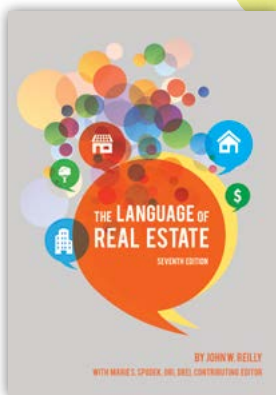
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An indispensable
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Textbook, 483 pages, 2013 copyright, 7½ x 9¼"
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Questions & Answers to Help You Pass the Real Estate Exam, 8th Edition

by John W. Reilly and Paige Bovee Vitousek, with Tim Meline, Consulting Editor

This exam guide helps both salesperson and broker candidates prepare for any national licensing exam (Promissor/Pearson VUE, AMP, PSI) and state-designed exams. Study strategies, test-taking tips, and more than 1,800 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: Zoning and Eminent Domain • Land Description • Appraisal • Taxes and Assessments • Sources of Financing • 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 • Property Management • Plus More

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

NEW EDITION

The Language of Real Estate, 7th Edition

by John W. Reilly with Marie S. Spodek, GRI, 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 brand-new 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



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There are eight modules required, ranging from Fair Housing to Agency Law.



NEW

Agency Law, Version 1.0

by Doris Barrell, GRI, DREI

This new 3-hour online post-licensing course covers agency topics, changes to agency law, and agency disclosure. It provides detailed information on the new and revised agency disclosure form, as well as changes to Virginia agency laws. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: The Law of Agency • Brokerage Relationships and Agreements • New Dual Agency and Designated Agency Disclosure • Final Exam

NEW

Contract Writing, Version 2.0

by Doris Barrell, GRI, DREI

This new 6-hour online post-licensing course covers contract writing, including listing parties, residential leasing, net leases, triple net leases, ground leases, contingencies, ownership principles, multiple offers, ratification, delivery, back-up offers, and home inspections. The units include interactive exercises, true-false reading comprehension quizzes, and multiple-choice unit exams. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Contract Overview • The Sales Contract • Specific Language Required in Virginia Sales Contracts • Contingencies, Addenda, and Amendments • Common Mistakes in Contract Writing • Contracts Used in Leasing • Final Exam

NEW

Current Industry Issues and Trends, Version 1.0

by Doris Barrell, GRI, DREI

This new 2-hour online post-licensing course covers current industry issues and trends, including short sales, social media, and internet advertising. The units include interactive exercises, true-false reading comprehension quizzes, and multiple-choice unit exams. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Recent Legislation Affecting Real Estate • Short Sales • Social Media and Internet Advertising • Final Exam

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Escrow Requirements, Version 1.0

by Martha R. Williams, JD, Contributing Editor

This new 3-hour online post-licensing course covers escrow requirements and laws from the Code of Virginia, including deposits and trust monies. The units include interactive exercises, true-false reading comprehension quizzes, and multiple-choice unit exams. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Use of Escrow by Real Estate Licensees • Inspections • Escrow Procedures in the Closing of a Transaction • Final Exam

NEW

Ethics and Standards of Conduct, Version 1.0

by Doris Barrell, GRI, DREI

This 3-hour course offers Virginia licensees an overview of the many ways that ethics governs the practice of real estate. Beginning with a general discussion of the principles of ethics, it also explores the National Association of REALTORS® Code of Ethics and probes the Virginia Real Estate Board Rules and Regulations. Built with reading comprehension quizzes and interactive exams, this course satisfies an essential component of the Virginia post-licensing requirement. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Overview of Ethics • National Association of REALTORS® Code of Ethics • Virginia Real Estate Board Rules and Regulations • Final Exam • Appendix: National Association of REALTORS® Code of Ethics • Glossary

NEW

Fair Housing, Version 1.0

by Doris Barrell, GRI, DREI

This 2-hour online course covers the fair housing requirement for new Virginia licensees by exploring the applications of federal, state, and even some local fair housing laws. By exploring legal precedents and real-life case studies, this course digs into the many tactical challenges licensees face every day while practicing the trade of real estate. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Federal Fair Housing Law • Virginia Fair Housing Law • Final Exam

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Real Estate Law and Board Regulations, Version 1.0

by Doris Barrell, GRI, DREI

This new post-licensing course consists of important information that licensees need to operate in the state of Virginia. Topics covered include lead-based paint, the Virginia Residential Landlord and Tenant Act, the Property Owners Association Act, the Condominium Act, the Common Interest Community Law, Megan's Law, the Servicemembers Civil Relief Act, required disclosures, Virginia Real Estate Board disciplinary actions, building codes, and smoke detectors. Unit and final exam banks are provided for a unique exam experience each time a student takes the exam. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: Licensee Conduct and Duties • Specialized Housing • Landlord and Tenant Concerns • Consumer Protection Laws • Enforcing the Law • Final Exam

NEW

Risk Management, Version 1.0

by Doris Barrell, GRI, DREI

An essential course for satisfying Virginia's post-licensing requirement, *Virginia Post-Licensing: Risk Management* explores the various steps a licensee should take when working with clients, brokers, agents, and various government officials to stay within the boundaries of the law and avoid harmful lawsuits. This 3-hour course features interactive exercises and reading comprehension quizzes, with answer rationales, to reinforce key learning concepts. This course is one of the offerings that satisfies the new 30-hour educational curriculum guidelines that went into effect July 1, 2013, for Virginia licensees.

CONTENTS: General Legal Liabilities • Agency and Brokerage Relationships • Federal and State Legislation

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Virginia 8-Hour Mandatory Topics CE, Version 2.5

by Doris Barrell, GRI, DREI, and Marcia L. Russell, DREI, with Martha R. Williams, JD, Consulting Editor

This interactive online course is designed to meet Virginia's 8-hour, mandatory continuing education requirements. It addresses state-specific material on contracts, title records, license law, financing principles, and forms of ownership, as well as the federal Fair Housing Act and the REALTOR® Code of Ethics.

CONTENTS: Ethics in Today's World • Ethics and the Real Estate Professional • National Association of REALTORS® Code of Ethics • Enforcement of the NAR Code of Ethics • Current Ethics Issues • Making Ethical Decisions • The Fair Housing Act • The 1988 Amendments Act and Beyond • Fair Housing in Property Management • Fair Housing Advertising • Real Estate Agency • Real Estate Contracts • Legal Update and Emerging Trends

Virginia Residential Standard Agency, Version 1.0

by Doris Barrell, GRI, DREI

Effective July 1, 2012, all licensed real estate brokers and salespersons in Virginia are required to take a 3-hour course on the provisions of the new agency statute sometime within their next renewal period. If the license expires after July 1, 2012, the licensee may take the 3-hour course any time prior to the license's expiration date. Licensees may only exempt themselves from this requirement by agreeing in writing that they will not practice residential standard agency during their license term.

Virginia Residential Standard Agency fulfills Virginia's 3-hour new agency course requirement. The course covers agency topics, changes to agency law, and agency disclosure.

CONTENTS: The Law of Agency • Brokerage Relationships and Agreements • New Dual Agency and Designated Agency Disclosure • Final Exam



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Guide Your Students to New Careers as Brokers

In order to become licensed as a real estate broker by the Virginia Real Estate Board*, you must:

- Complete 180 class/clock hours of Board-approved Pre-License Courses;
- Pass the state and national portions of the broker examination;
- Submit verification of experience (actively engaged as a salesperson for 36 of the 48 months preceding application).

Equivalent courses to Board-approved courses offered by an accredited university, college, community college, or other school or education institution may be accepted for broker prelicense education. Each course must be at least 45 class/clock hours or 3 semester hours. Proof of course completion, including a monitored, final written examination, is required for course approval.

You must complete a Real Estate Brokerage course. In addition to a Real Estate Brokerage course (Real Estate Brokerage: A Management Guide, 8th Edition), you must complete either:

- A) The three Broker-Specific Courses of Real Estate Appraisal (Fundamentals of Real Estate Appraisal, 11th Edition), Real Estate Finance, and Real Estate Law; or
- B) Two of the Broker-Specific Courses and one of the following Broker-Related Courses:

Real Estate Abstracting • Real Estate Contract Law • Real Estate Economics • Real Estate Feasibility Analysis • Real Estate Investments (Essentials of Real Estate Investment, 10th Edition) • Real Estate Math (Mastering Real Estate Math, 8th Edition) • Real Estate Property Management (Property Management, 9th Edition) • Real Estate Property Law • CCIM (all parts) • CRB (all parts) • GRI (all parts) • SIR/SIOR (all parts) • Business Law • Commercial Mortgage Lending • Land Planning and Use • Urban Development

*www.dpor.virginia.gov

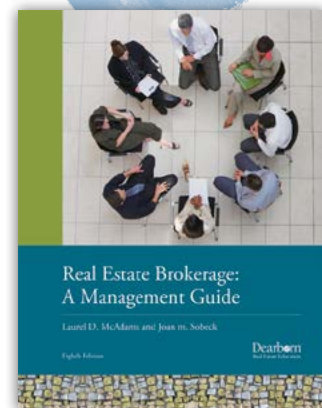
Real Estate Brokerage: A Management Guide & Workbook, 8th Edition

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 new 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

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NEW VERSION

Virginia Mandatory Broker and Agent Supervision CE 8-Hour Online Course, Version 2.0

by Laurel D. McAdams and Joan m. Sobeck, with Doris Barrell, GRI, DREI, Contributing Editor

This 8-hour mandatory broker continuing education course, based on *Real Estate Brokerage: A Management Guide*, covers topics related to the supervision of real estate agents and the management of real estate broker brokerage firms in Virginia. Concepts include the various styles of management skills, establishing business policies and procedures, decision making, and managing and anticipating risk. It contains a final exam and includes reading assignments, interactive exercises, and unit exams. Embedded "regulation links" keep students updated with the most recent regulatory changes from the Virginia Real Estate Board.

UPDATES TO NEW VERSION:

- Includes comprehensive coverage of contemporary business topics providing students with the solid background needed to maintain key aspects of a real estate brokerage business in Virginia
- Highlights "The Big Picture," framing then-to-now economic lessons about the challenges of change; includes a discussion of the real estate business as we've known it and how the business in the future will be affected
- Expanded content includes discussion of leadership qualities/development and management skills; effective communication; ethics and professionalism; marketing in the digital age; and discussion of succession planning, security, and insurance
- Includes the latest on Virginia Law of Agency regarding agency relationships and the new required disclosure forms
- Unit exams and interactive exercises provide students with additional review for increased material retention

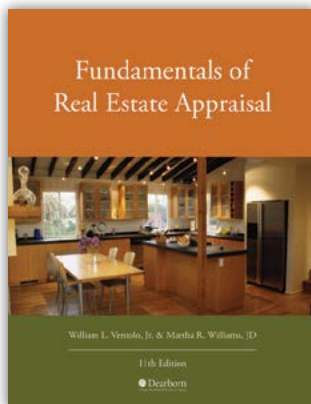
CONTENTS: The Challenge of Change • Leadership and Management Skills • Communications and Decision Making • Analyzing the Market • Business Policies and Procedures • Marketing and Advertising • Professional Development • Managing Risk • Final Exam

Fundamentals of Real Estate Appraisal, 11th Edition

by William L. Ventolo Jr., and Martha R. Williams, JD

The latest edition of this best-selling text provides a strong foundation for understanding the modern real estate appraisal market. Discussion includes the new reach of government lenders, the secondary mortgage market, loan limits, and recent mortgage fraud claims against appraisers. This edition includes chapter review questions, learning objectives, and a comprehensive set of Instructor Resources to help prepare for class. Additionally, this text can cover the basic principles and procedures requirements of the Appraiser Qualifications Board, and a course matrix is available for submission.

CONTENTS: The Appraisal Profession • Appraisal Math and Statistics • Real Estate and Its Appraisal • Real Estate Transactions • The Real Estate Marketplace • The Appraisal Process • Building Construction and the Environment • Data Collection • Site Valuation • The Cost Approach—Part I: Reproduction/Replacement Cost • The Cost Approach—Part II: Depreciation • The Sales Comparison Approach • The Income Capitalization Approach • Direct and Yield Capitalization • Reconciliation and the Appraisal Report • Appraising Partial Interests • Appendix A: State Real Estate Appraiser Licensing/Certification Boards • Appendix B: Websites • Answer Key • Glossary • Index



Textbook, 581 pages, 2012 copyright, 8½ x 11"
ISBN 1427711380 Retail Price \$59.69



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Instructor Resources

Essentials of Real Estate Finance, 13th 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 more than 70,000 real estate professionals. *Essentials of Real Estate Finance* can be used for prelicensing students 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, and 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 • Glossary • Answer Key • Index

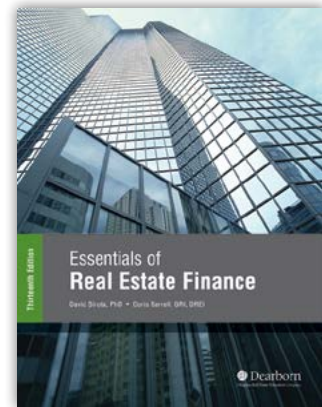
NEW EDITION

Essentials of Real Estate Investment, 10th Edition

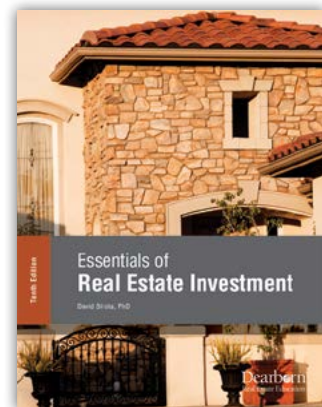
by David Sirota, PhD

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



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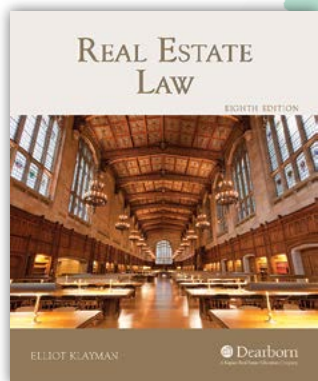
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Instructor Resources

The basics of
real estate law
for real estate
licensees

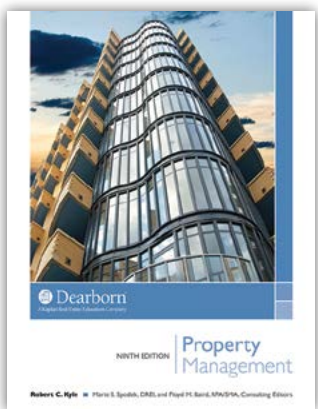
NEW EDITION



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Textbook, 328 pages, 2012 copyright, 8½ x 11"
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Textbook, 530 pages, 2013 copyright, 8½ x 11"
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Real Estate Law, 8th Edition

by Elliot Klayman

This indispensable text has been updated to include a variety of contemporary topics, case studies, legal trends, and expanded discussions. Limited liability companies, condominiums, the Fair Housing Act, predatory lending, subprime loans, green development, and other key concepts are discussed in a straightforward, easy-to-read style. Learning objectives, case studies, review and discussion questions, and Internet resources are just a few of the learning tools used to enhance understanding.

CONTENTS: Introduction to Law and Legal Systems • Real and Personal Property • Land, Water, and Air Rights • Estates in Land • Co-Ownership • Condominiums, Cooperatives, Time-Shares, and Real Estate Investments • The Leasehold • The Landlord-Tenant Relationship • Easements and Other Nonpossessory Rights • Basic Contract Law • Real Estate Purchase Contract • Agency and Brokerage • Fraud and Misrepresentation • Involuntary Liens Against Title • Deeds • Land Descriptions • Involuntary Transfers • Recording and Assurance of Title • Closing the Real Estate Transaction • Escrow Closing • Mortgages • Land Installment Contracts • Fair Housing Laws • Land Use: The Constitution and the Plan • Regulation of Land Development • Environmental Law • Glossary • Index

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

NEW EDITION

Property Management, 9th Edition

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

This new edition offers the most current and thorough overview of the property management profession available on the market today. This practical discussion explores daily issues facing practitioners, such as maintenance, accounting, administrative, and legal activities. In addition, it has up-to-date content on federal regulations, such as civil rights, fair housing, ADA issues, and environmental concerns. The flexible format adjusts to various hour requirements. Finally, this edition includes case studies and sample forms to enhance student application and Instructor Resources to help with class preparation.

UPDATES TO NEW VERSION:

- Revised learning objectives to reflect major topics
- Reorganized material for clarity
- Updated text to reflect current laws, legal cases, and case studies
- Updated forms and examples
- Updated information about the effect of low interest rates and the housing crash on rentals
- Added information regarding social media as an advertising method

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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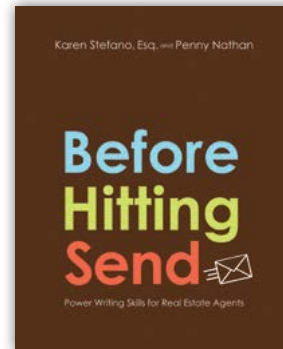
Before Hitting Send

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.beforerehitingsend.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



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



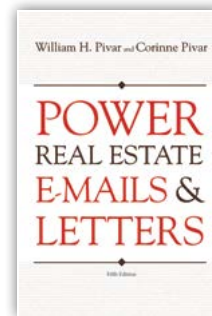
Learn more from the author at
www.YouTube.com/DearbornRealEstate

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



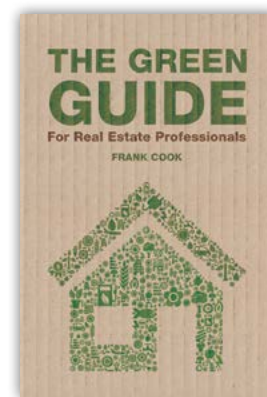
Textbook, 367 pages, 2012 copyright, 6 x 9"
ISBN 1427711402 Retail Price \$31.24

The Green Guide for Real Estate Professionals

by Frank Cook

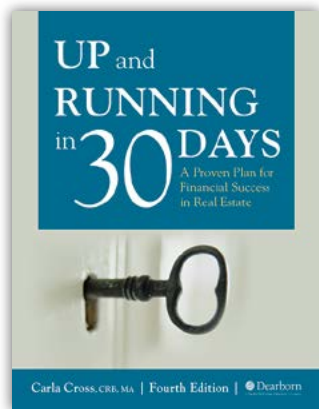
"Green" information about homes and housing is scattered across the Web and incorporated in government white papers from the Environmental Protection Agency to the Department of Energy. "Green" homes are not only selling well in today's market, but they are selling at premium prices. This book brings 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

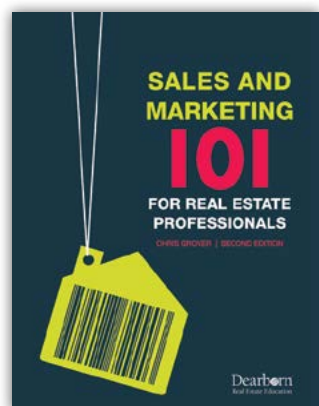


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Textbook, 253 pages, 2012 copyright, 8½ x 11"
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Textbook, 252 pages, 2012 copyright, 8½ x 11"
ISBN 9781427738240 **Retail Price \$39.64**



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

NEW EDITION

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

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



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