

# **FALL 2016 REAL 105: REAL ESTATE PRACTICE**

Welcome to Real Estate Practice 105. This will be a wonderful learning experience for you. By the end of the semester you will be very well educated on: 1). Choose and interview a brokerage for employment 2). Identify the basic steps to get started as an agent and to set goals 3). Demonstrate sales methods and techniques 4). Prepare appropriate contracts used in the field 5). Create a seller's file with appropriate forms 6). Create a Listing Presentation with appropriate forms 7). Locate appropriate financing for buyers 8). Explain the escrow process 9). Explain the Multiple Listing Service (MLS) system 10). Understand Foreclosures and the Short Sale Process 11). Use computers to enhance the real estate practice 12). Describe real estate disclosures and forms 13). Create a traditional marketing plan 14). Developing a business plan 15). Developing a marketing niche.

## **Course Description**

This course enhances the knowledge and skill level of beginning and practicing real estate agents by focusing on the essentials of being a successful agent. Topics range from getting started, setting goals, traditional selling and marketing techniques, contract writing, developing a marketing niche, creating a business plan, and creating seller/buyer files. This course covers the "how to" aspects of setting up a real estate practice, including getting started, contracts, disclosures, traditional marketing, developing a niche, and formulating a business plan. I will have 2-3 guest speakers from the industry during the semester (live classes only).

## **Course Details**

REAL 105 Section 1709 Wednesdays 6:00pm-8:50pm Room OC4801

Go to: <http://www.miracosta.edu/home/mdaniels/Syllabi/real105.htm> to find out everything you need to know.

## **Student Learning Outcomes (SLOs) And Student Learning Outcomes Assessments (SLOA)**

1. SLO: Describe the concept of a marketing niche. Explain how this is essential to start a career in real estate.  
SLOA: Write a real estate marketing niche paper. Evaluate and justify a plan and implement your campaign by designing ads, postcards, fliers, emails, direct mail, social media.
2. SLO: Apply the principles for prospecting to the real estate market.  
SLOA: Create a sphere of influence list of prospects and develop a letter of introduction.
3. SLO: Apply real estate laws and regulations to documents necessary to sell and purchase a house.  
SLOA: Legally and accurately complete both a residential listing and purchase agreement.

## **Instructor Information**

Visit my MCC page to find out more about me: <http://www.miracosta.edu/home/mdaniels/>. Licensed since 1991, Mike Daniels is a local real estate broker CA. DRE#01112089 CA Corp DRE#01836634 who specializes in flipping luxury properties and other distressed properties. He is a direct response marketing expert and has consulted for and has written for major real estate publications. Mike uses his experience to create a high standard for career development by applying a combination of practical and academic experience to a variety of real estate courses. He has taught at MiraCosta College since 2000.

Mike is active in a variety of organizations including the MiraCosta Real Estate Advisory Board, Member of National Association of Realtors®, California Association of Realtors®, and The American Society of Real Estate Owned Specialist. Outside of professional interests, he enjoys playing open mics, golfing and surfing.

## Course Materials-Books

- 1). California Real Estate Practice- The Gold Standard 8<sup>th</sup> Edition by Walt Huber & Arlette Lyons ISBN 978-16-2684-252-6 Published by Educational Textbook Company, Inc.
- 2.) *Selling The Invisible* by Harry Beckwith. Warner Books, Inc. 1997.  
ISBN 978-044-6520-942 (This book IS NOT sold in the MCC bookstore. Students must buy this book from [www.amazon.com](http://www.amazon.com) or [www.half.com](http://www.half.com) or any other source you like)

## Course Content

**Methods of Evaluation:** 1). Written assignments which reflect critical and creative thinking 2). Essay exams 3). Executive summaries 4). Internet reports 5). Term or other papers 6). Written homework 7). Mid-term exam 8). Final exam 9). Class performance 10). Class exercises, role playing.

**Methods of Instruction:**

- 1) Instructor presentations 2) PowerPoint presentations 3) Internet demonstrations 4) Guest speakers 5) Class discussions 6) Group and individual oral reports 7) Field trip (if possible)
- 8) Blackboard

**MARKETING NICHE (100 points)**

The niche paper is expected to be 1400 – 1600 words, typed and double-spaced. It should include the following:

1. Description of the niche
2. Rationale for the niche
3. Marketing plan with: a. Strategies b. Techniques c. **Examples** d. Marketing plan.  
**Without 6 examples of your marketing, you cannot receive more than a “C” grade.**  
**You must include marketing examples such as postcards, fliers, direct mail, website, emails, business cards, door hangers, etc.**
4. Executive summary

**WEEKLY NEWS ARTICLES (100 points)**

Each week you will bring a news article pertaining to **San Diego** real estate. I don't want ANY articles about the current condition of the market. Bring articles pertaining to new and exciting marketing campaigns, developments, lawsuits, easements, updates etc. Print a copy of the story, then summarize it in no more than one TYPED paragraph and staple the two together. These will be collected at the beginning of each class.

**PRESENTATION ON SELLING THE INVISIBLE (100 points)**

You will choose 3 readings from STI. Present your findings to the class through a presentation of your choice, PowerPoint, transparencies, handouts, etc. Then correlate the readings to real estate. Don't over think this assignment. Your presentation should be no more than 5 minutes long.

## Course Grading

**Grading Points: (Late work is not accepted. There are no make-ups for either exams)**

Weekly Assignments	100	points
STI Presentation	100	points
Term Paper	100	points
Mid Term Exam	100	points
Final Exam	100	points
Total	500	Total Points

**A=500-450 , B=449-400 , C= 399-350, D= 349-300, F= <299**

## Course Rules & Expectations

Remember the two crucial deadlines to drop this class: 1) within the first two weeks you can obtain a refund and have nothing on your transcript; and 2) by the 75% deadline (generally during Week 13, but verify this date with the college) you can receive a W on transcript.

### Class Rules:

Please: Be prepared. Attend regularly (if you are taking this class online- be sure to log on to Blackboard 2-3 times per week. Do not log on 15 minutes before the assignment is due and email me for an extension or some excuse about how your computer froze up. For live classes, be on time for class. Pay attention in class. Participate and be interested in the subject- your paying for it...so get all you can out of this class! Do not engage in any form of academic dishonesty. Respect fellow students and instructor. Don't bring food or uncovered beverages into the classroom. Turn off all beepers and cell phones. Please don't sit in the back of the class and play Angry Birds on your Ipad.

### Class Withdrawal Rules:

Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are attending and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance)

- ☐ Failure to complete any assignment during the first two weeks of the semester
- ☐ Missing ANY class during the first two weeks
- ☐ Missing 2 consecutive classes or 3 total classes during the semester
- ☐ Failure to complete 2 consecutive or 4 total Discussion Boards
- ☐ Failure to complete 2 consecutive or 4 total Assignments of any type
- ☐ Failure to complete ANY exam

## MiraCosta College Fall Calendar/Deadlines 2016

June 20	SURF enrollment for fall begins*
August 22	First day of fall semester classes
September 2	Last day to add classes
September 2	Deadline to withdraw without a "W"
September 5	Labor Day (college closed)
September 23	Deadline to file a petition for degree/certificate for fall
September 23	Deadline to petition for pass/no pass grade
November 11	Veterans Day (college closed)
November 18	Deadline to withdraw without an evaluative grade
November 24-25	Thanksgiving (college closed)
December 12-15	Final examinations
December 17	End of fall semester
December 23-January 2	College closed May 23–27 • Final examinations.
May 27	• Spring semester ends.

NOTE: College offices are closed on Saturdays and Sundays

## College Policies & Services

### **INCOMPLETE GRADE:**

Students seeking an "Incomplete" grade must consult with me in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

### **PASS/NO PASS GRADING OPTION (for graded classes):**

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

### **DISABILITY ACCOMMODATIONS:**

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is (760) 795-6658 and they are located on the Oceanside campus in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

### **LIBRARY RESOURCES:**

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their web page: [www.miracosta.edu/library](http://www.miracosta.edu/library).

### **COLLEGE SUPPORT SERVICES:**

The Tutoring and Academic Support Center (TASC) and the Writing Center (WC) assist students by providing individual and group tutoring, WC drop-ins, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. Take advantage of these academic support services. For more specific information, please call (760) 795-6682.

### **PLAGIARISM AND ETHICS POLICY:**

Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other students' work, or any other source. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source.
- I agree that any projects submitted for this class have been prepared for this class only and have not been, and never will be, submitted for any other class at MiraCosta or any other school.
- I agree that, unless approved by the instructor, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.

## Weekly Schedule

IMPORTANT NOTICE: This syllabus is subject to change at any time at the discretion of the instructor; notice will be given to the students through an announcement in class, by email, or with an announcement on the class Blackboard site.

**WEEK 1: ASSIGNMENT #1 8/24/16**

**Introduction to Class**

**WEEK 2: ASSIGNMENT #2 8/31/16**

**News Article/Chapter 1**

**"The Salesperson: How To Get Started"**

**WEEK 3 : ASSIGNMENT #3 9/7/16**

**News Article/Chapter 2**

**"Prospecting: How To Market, Advertise, and Promote"**

**WEEK 4 : ASSIGNMENT #4 9/14/16**

**News Article/Chapter 3-4**

**"The Listing Agreement: How to Secure A Listing" "Breakdown of the Listing Agreement: How to Fill Out"**

**WEEK 5 : ASSIGNMENT #5 9/21/16**

**News Article/Chapter 5-6**

**"Selling: Finding the Right Buyer"**

**"The Purchase Offer: Filling Out the New Residential Purchase Agreement"**

**WEEK 6 : ASSIGNMENT #6 9/28/16**

**News Article/Chapter 7**

**"Addition Forms For The RPA"**

**WEEK 7 : ASSIGNMENT #7 10/5/16**

**News Article/Chapter 8**

**"Online Search, Alerts, and Beyond"**

**WEEK 8 : ASSIGNMENT #8 10/12/16**

**MIDTERM EXAM/ NICHE PAPER DUE**

**WEEK 9 : ASSIGNMENT #9 10/19/16**

**News Article/Chapter 9**

**"Finance: The Finance Process"**

**WEEK 10 : ASSIGNMENT #9 10/26/16**

**News Article**

**"The Listing Presentation"**

**WEEK 11 : ASSIGNMENT #10 11/2/16**

**News Article/Chapter 10**

**"Escrow: How to Navigate the Journey"**

**WEEK 12 : ASSIGNMENT #11 11/9/16**

**News Article/Chapter 11**

**"Taxation: Real Estate Related Taxes"**

**WEEK 13 : ASSIGNMENT #12 11/16/16**

**News Article/Chapter 12**

**"Investing and Other Broker-Related Fields"**

**WEEK 14 : ASSIGNMENT #13 11/23/16**

**News Article/Chapter 13**

**"Property Management"**

**WEEK 15 : ASSIGNMENT #14 11/30/16**

**News Article/Chapter 14**

**"Real Estate Assistants: Time is Money"**

**WEEK 16 : ASSIGNMENT #15 12/7/16**

**News Article/Chapter 15**

**"Licensing"**

**"Advertising & Marketing"**

**"Alternate Real Estate Careers"**

**"Online Marketing/Final Review"**

**WEEK 17 : ASSIGNMENT #17 12/14/16**

**FINAL EXAM**