

HSBS433- Professional Sales and Real Estate Course Curriculum (1.0 Credit)

A Real Estate Salesperson, under the supervision of a licensed Real Estate Broker, facilitates the purchase and sale of property on behalf of customers, obtains lists of property for sale with employing broker; assists buyers (customers) of real estate to locate and purchase property (listed with employing brokers or another broker). A real estate salesperson is associated with a real estate broker to list and negotiate the sale, lease, or rental of real property for others for compensation, under the direction and guidance of a responsible broker. A salesperson cannot operate independently. It is the responsibility of licensees to understand the Real Estate License Law. In addition, in the Real Estate course, students wanting to be Real Estate Sales Representatives or a Sales Person in any particular field will need to enhance presentation skills, listening skills, communication skills, social skills and other professional attributes that will further enhance their ability to be successful in their careers. This class will help students prepare for a future in Sales or Real Estate Sales and marketing.

NYS Performance Indicators	Objectives Essential Questions	Resources (Suggested Activities)	Cross-Curriculum Connections	Assessment Items
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p>	<p>What is Real Estate? What is Real Property?</p> <p>What are Assets?</p> <p>How to determine the value of property?</p> <p>Who has Legal Rights to a Property?</p> <p>Who is a Buyer's Agent? Who is a Seller's Agent?</p> <p>What are Property Disclosure Forms?</p> <p>What does a Housing Inspector do?</p> <p>What is a Title to a Property?</p> <p>How to become a Property Manager?</p>	<p>Handshake Activity Elevator Pitch Resume Writing Presentation Skills</p> <p>Textbook Audio 1</p> <p>Textbook Audio 2</p> <p>Textbook Audio 3</p> <p>Textbook Audio 4</p> <p>Textbook Audio 5</p>	<p>Business Law</p> <p>Marketing</p> <p>English</p> <p>Math</p> <p>Social Media marketing</p> <p>Digital marketing</p> <p>Microsoft Office</p> <p>Hospitality and Tourism</p> <p>US History</p>	<p>Chapter 1 Review</p> <p>Chapter 1 Quiz</p> <p>Chapter 2 Quiz</p> <p>Chapter 3 Quiz</p> <p>Chapter 4 Quiz</p> <p>Chapter 5 Quiz</p> <p>Chapter 6 Quiz</p> <p>Chapter 7 Quiz</p> <p>Presentations on properties that are on the market</p>

<p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Know the Fair Housing Act and what it stands for.</p> <p>License law and Regulations</p> <p>Identify the three classifications of Real Estate Licensure and the requirements of obtaining each License</p>	<p>Textbook Audio 6</p> <p>Textbook Audio 7</p> <p>Textbook Audio 8</p> <p>Textbook Audio 9</p> <p>Textbook Audio 10</p>		<p>Open House brochures</p>
	<p>Law of Agency</p> <p>Explain the basic nature of Agency. Describe how Agency is created and the rights, duties and responsibilities of each party in an Agency relationship</p>	<p>Real Estate Course Introduction</p>		
	<p>Define what a Mortgage is?</p> <p>Know about various types of mortgages including FHA, SONYMA, Conventional, Fixed and Adjustable</p>	<p>Tips on Buying a Home</p>		

	<p>Land Use Regulations Federal, state and county agencies that regulate the use of land are reviewed.</p>	<p>Career Plan Workbook for Real Estate</p>		
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p>	<p>Introduction to Construction Understanding terms such as plans, specifications, building permits and certificate of occupancy</p> <p>What are Environmental Issues?</p> <p>The Role of Property Management</p> <p>Truth In Lending Requirements Exclusive Listing Agreement</p> <p>Dual Agency</p> <p>Fraud and Puffing</p> <p>Implied or Expressed Agreement</p> <p>Broker Obligations to his or her Principal</p>	<p>Real Estate Terms</p>		

<p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>CCLOAD</p> <p>Three Types of Agencies</p> <p>MLS Service and what it does</p> <p>Identify several different Real Estate Apps such as Zillow, Realtor.com etc</p>			
	<p>2008 Recession</p> <p>Who Caused the Great Recession</p> <p>Remember the names and agencies who were to blame for the Great Recession.</p> <p>Describe the reasons why political influence with world powers caused the crisis of credit</p> <p>What was the Great Recession</p> <p>Define what the crisis of credit was</p> <p>Identify what a subprime mortgage was.</p>	<p>Sub Prime Mortgages:</p> <p>https://www.investopedia.com/terms/s/subprime_mortgage.asp</p> <p>https://www.federalreservehistory.org/essays/subprime-mortgage-crisis</p>		<p>Students will be able to develop a time line of the economic downfall.</p> <p>Students will be able to analyze a person's credit score know if they should be able to receive a mortgage or not.</p> <p>Students will describe the 2008 recession and warn someone of the pitfalls of getting into a bad mortgage.</p>

	<p>Argue the reasons subprime mortgages were unethical?</p> <p>Where were the areas throughout the world that were hit the hardest?</p> <p>Identify the countries that were mostly affected</p> <p>Identify the countries that caused this</p> <p>When did this occur and how long did it last.</p> <p>Critique the government and why this occurred.</p> <p>Why was this able to carry on for so long.</p> <p>Reflect why this happen and the steps to be taken to prevent this from happening to you.</p> <p>Explain what a sub-prime mortgage is.</p> <p>Recognize the reasons sub-prime mortgages exist.</p>	<p>https://www.americanprogress.org/article/2008-housing-crisis/</p> <p>Focus on NINJA Loans</p> <p>No Job</p> <p>No Income</p> <p>No verification for Mortgage</p> <p>https://www.fastexpert.com/blog/then-and-now-housing-market/</p>		<p>Students will understand the home buying process.</p> <p>Students will be able to explain what a zoning board is.</p> <p>Students will be able to determine why variances are needed.</p> <p>Students will understand the reasons for different zoning sectors.</p> <p>Students will attend, meet and interview a zoning board member.</p>
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	<p style="text-align: center;">Zoning Board What is a zoning board?</p> <p>Explain what a zoning board is and why they are important to municipalities</p> <p>How do zoning boards work with regards to property sales.</p> <p>Distinguish the different types of zoning within a city. I.e Commercial, Industrial, residential</p> <p>Who selects the members of a zoning board.</p> <p>Explain the importance of a bipartisan Zoning Board and who selects them.</p> <p>Define the job duties that exist within a zoning board.</p> <p>What are examples of zoning infractions.</p> <p>Execute a zoning application.</p>	<p>https://better.com/content/how-much-home-prices-have-risen-since-1950</p> <p>https://www.google.com/search?q=zoning+board&rlz=1C1GCEA_enUS1018US1018&oq=zoning+board&ags=chrome..69i57j46i175i199i512i2j0i512i4j69i60.2073j0j7&sourceid=chrome&ie=UTF-8</p> <p style="text-align: center;">BINDER</p> <p>Given to all ZBA members from NYS and NF</p> <p>Guest speaker</p> <p>Go to meetings</p> <p>Review Agenda</p>		<p>Students will complete a variance application.</p> <p>Students will describe what a international work visa is.</p> <p>Students will understand how to find them housing.</p> <p>Students will be able to compare the difference between F1 and J1 Visas.</p> <p>Students will research and select different countries they would like to work internationally based on research and others experiences</p>
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	<p>Identify the need for a ZBA meeting and variance What is a variance? Define what a variance is.</p> <p>Argue the need for a variance. Why might a variance not be granted?</p> <p>Describe the reasons a variance may not be granted. J1s/ International Workers What is a J1? Define a J1 Student</p> <p>Demonstrate Important information on how to maintain J1 Status</p> <p>What is an international Visa? Describe the difference between a J1 and a F1. Where will international workers live?</p> <p>Explain how employers will assist is setting up housing. Explain what a Hostel is. What is a short term rental. Define a short Term Rental</p>	<p>https://internationalcenter.umich.edu/students/j1-students</p> <p>Guest Speakers</p> <p>Speak to them via zoom Case Study</p> <p>https://nantucketcurrent.com/news/st-pauls-pedal-power-nantuckets-visiting-j1-workers-get-their-wheels-at-church</p> <p>https://travel.state.gov/content/travel/en/us-visas/study/exchange.html</p>		<ul style="list-style-type: none"> • What are some things to remember when communicating via technology like phones, e-mail, and social media? • How does a salesperson adjust for cultural differences?
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	<p>Planning the sales call</p> <ul style="list-style-type: none">• Why plan the sales call?• Obtaining the pre-call information.• Sources of information• Setting the call objectives.• Making an appointment.			
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