

COURSE TITLE: Introduction to Real Estate Sales

Course Description:

Introduction to Real Estate Sales covers aspects of marketing real estate; the importance of customer and client service; the differences between land, real estate, and real property; laws and ethics governing the real estate industry; and licensure requirements in the industry. Additional career opportunities in the housing and real estate industry are explored. Laboratory experiences are an integral part of this course and may include field trips, job shadowing, internships, and other meaningful experiences.

Potential Certifications/Credentials:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Course Scope and Sequence

Unit #	Unit Title	Estimated Hours
1	Foundational Standards	
2	The Real Estate Industry	
3	Real Estate, Land, and Real Property	
4	Real Estate Sales Licensee	
5	Customer and Client Service	
6	Marketing	
7	Professionalism and Licensure	

Unit Plans of Instruction

Foundational Standards

Supporting—will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- F6. Discuss and demonstrate ways to value diversity.

Unit 2 Title: The Real Estate Industry

Content Standards

1. Describe the brokerage, leasing, and management fields of the real estate industry.
2. Identify the skills, attitudes, and behaviors that individuals need to be successful in real estate careers.

Unpacked Learning Objectives

Students know:

- How to explain in their own words the brokerage, leasing, management fields of the real estate industry
- How to recognize the skills, attitudes, and behaviors that individuals need to be successful in real estate careers

Students are able to:

- Summarize the brokerage, leasing, management fields of the real estate industry
- Explain in their own words the skills, attitudes, and behaviors that individuals need to be successful in real estate career

Students understand that:

- The fields of the real estate industry.
- What's needed to be successful in a real estate career.

Unit Driving/Essential Question	What are the essential employability skills needed to obtain a career in real estate? What are some careers available in the real estate industry? How can participating CTSOs make a positive difference in the lives of students, attitude, behavior as it pertains to the real estate industry?
Exemplar High Quality Unit Task	Students will create an electronic career portfolio and add to it as the course progresses.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Student will describe the brokerage field of the real estate industry</p> <p>Student will describe the leasing field of the real estate industry</p> <p>Student will describe the management field of the real estate industry</p>	<p>Formative: Observations of student progress, digital poster self evaluations, exit ticket</p> <p>Summative: Poster rubrics</p>	<p>Students will use https://www.careeronestop.org/ to research occupations as a broker.</p> <ul style="list-style-type: none"> ● Description ● Wages ● Outlook ● Projected employment ● Education ● Licenses ● Activities ● Knowledge ● Skills ● Abilities <p>Students will report their research findings by creating a digital poster.</p> <p>Repeat the process for careers in leasing and management as it relates to the real estate field.</p>		<p>Internet, projector, lecture/presentation, digital poster website such as Canva.com, rubric</p>

<p>Students will identify the skills that individuals need to be successful in real estate careers.</p> <p>Students will identify the attitudes, and behaviors that individuals need to be successful in real estate careers.</p> <p>Students will identify the behaviors that individuals need to be successful in real estate careers.</p>	<p>Formative: Q and A discussion after students have read the article to check for understanding</p> <p>Summative: Essay rubric</p>	<p>Read this article, 12 Qualities You Need to Be a Successful Real Estate Agent, and write a one page essay on the skills, attitudes, and behaviors needed to have a successful real estate career.</p>	<p>ELA: Write a brief expository research essay about skills, attitudes, and behaviors that individuals need to be successful in real estate careers using MLA (or another specified style) for Works Cited.</p>	<p>Internet, computer, word processing software, pencil, paper</p>
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Key Vocabulary

describe, brokerage, leasing, management, real estate industry, identify, skills, attitude, behavior, successful

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers: broker, leasing agent, real estate agent,

CTSO Connection:

FBLA: Electronic Career Portfolio, Introduction to Public Speaking (9th-10th), Public Speaking (11th-12th), Sales Presentation
DECA: Principles of Business Management and Administration, Principles of Marketing, Business Services Marketing, Entrepreneurship, Marketing Communications, Business Services Operations, Career Development Project, Sales Project, Financial Consulting, Professional Selling

Certification/Credential Connection:

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Unit 3 Title: Real Estate, Land, and Real Property

Content Standards

3. Explain how land, personal property, real property, and real estate differ.
4. Explain land characteristics and legal descriptions.
Examples: lot, block, livable, rentable, usable
 - 4a. Decipher abbreviations and terminology of legal descriptions.
5. Investigate and share information on encumbrances and their effects on property ownership.
Examples: liens, easements, encroachment, mineral rights
6. Describe the different types of real property ownership, including rights of survivorship under Alabama law.

Unpacked Learning Objectives

Students know:

- How to explain in their own words the difference between land, personal property, real property, and real estate.
- How to explain in their own words land characteristics and legal description.
- How to explain in their own words lot, block, livable, rental, usable.
- How to recognize abbreviations and terminology of legal descriptions.
- How to investigate and share information on encumbrances and their effect on property ownership.
- How to explain in their own words liens, easements, encroachment and mineral rights.
- How to explain in their own words the different types of real property ownership, including rights of survivorship under Alabama law.

Students are able to:

- Discuss how land, personal property, real property, and real estate differ.
- Discuss land characteristics and legal descriptions.
- Give examples of lot, block, livable, rentable, and usable.
- Identify abbreviations and terminology of legal descriptions.
- Research and present information on encumbrances and their effect on property ownership.
- Give examples of liens, easements, encroachment and mineral rights.
- Summarize in their own words the different types of real property ownership, including rights of survivorship under Alabama law.

Students understand that:

- The difference between land, personal property, real property and real estate.

- Land characteristics and legal descriptions.
- Lot, block, livable, rentable, usable.
- Abbreviations and terminology of legal descriptions.
- Encumbrances and their effect on property ownership.
- The different types of real property ownership, including rights of survivorship under Alabama law.

Unit Driving/Essential Question	What is the difference between land, personal property, real property, and real estate? What are some examples of liens, easements, encroachment and mineral rights? What are the different types of real property ownership?
Exemplar High Quality Unit Task	Students will add to their electronic portfolio.

Map of Student Learning by Learning Objective

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Students will explain how land, personal property, real property, and real estate differ.	Formative: Q/A, check for understanding Summative: infographic rubric score	Define the vocabulary. Create an infographic explaining how land, personal property, real property, and real estate differ.	ELA: Write a brief explanatory essay about how land, personal property, real property, and real estate differ.	Internet, projector, lecture/presentation, digital poster website such as Canva.com , rubric
Students will explain land characteristics. Student will explain legal descriptions	Formative: Teacher observations while completing their Land Area Measurement Exercise and through one-on-one Q&A with the students, exit tickets, student performance Summative: Score on worksheet, rubric for essay	Land Area Measurements lesson <ul style="list-style-type: none"> ● teacher lecture ● explanation of activity ● review how to use measurement techniques ● activity worksheet ● assessment Read this article, What Are the Physical Characteristics of Land , and write a one-page summary.		Free lessons on www.caeducatorstogether.org website with login, measuring tape or 100' rope, odometers, activity worksheets, exit tickets

		<p>Students will be able to explain the legal descriptions of land after completing this lesson: Legal Land Descriptions.</p> <ul style="list-style-type: none"> • Teacher presentation • Note taking • How to locate a parcel on a map • Define Township, Range and Tier #s and Section • How to locate a Section in a Township • Know what a tract of land is and how to write its legal land description 		
<p>Students will give examples of lot.</p> <p>Students will give examples of block</p> <p>Student will give examples of livable</p> <p>Students will give examples of rentable</p> <p>Students will will give examples of usable</p>	<p>Formative: Check for understanding</p> <p>Summative: Scores from map reading and quiz</p>	<p>Read the following article, Real Estate Lot Types. After reading the article, be able to locate each type of lot on a map.</p> <p>Read the following article, Lot and Block Land Description. Show an example of lot and block.</p> <p>Complete the lesson on Study.com on Livable, Rentable, and Usable Area.</p> <ul style="list-style-type: none"> • Watch video • Quiz 		<p>Internet, computer, articles, examples of property maps, Study.com lesson, projector.</p>

Students will decipher abbreviations and terminology of legal descriptions	Formative: Q/A for understanding Summative: Worksheet score	Read this article, How to Read a Legal Description . Teacher presentation, complete a teacher made worksheet on abbreviations and terminology.		Computer, projector, internet, article, pencil, and worksheet.
Students will investigate information on encumbrances and their effects on property ownership Students will share information on encumbrances and their effects on property ownership	Formative: Exit ticket Summative: Presentation rubric, peer evaluation	Read this article, What is An Encumbrance in Real Estate? Create a presentation on encumbrances and their effects on property ownership and share with the class.		Computer, projector, internet, article, presentation software.
Students will give examples of liens. Students will give examples of easements. Student will give examples of encroachments Students will give examples of mineral rights	Formative: Exit ticket, check for understanding Summative: Test	Create a word map graphic organizer for liens, easements, encroachments, and mineral rights. Each word map should include: <ul style="list-style-type: none"> ● definition ● synonym ● antonym ● examples ● non-examples 		Computer, internet, pencil, paper, word processing or other software to create word maps.
Students will describe the different types of real property ownership, including righteous of survivorship under Alabama law	Formative: Check for understanding, exit ticket, Q/A Summative: Score on slideshow.	Read this article on ownership . Split the class up and have them create and present a collaborative presentation to include each type of ownership.		Computer, projector, internet, article, presentation software.

Key Vocabulary

explain, land, personal property, real property, real estate, differ, explain, land characteristics, legal descriptions, lot, block, livable, rentable, usable, decipher, abbreviations, terminology, investigate, share, encumbrances, property ownership, liens, easements, encroachment, mineral rights, describe, real property ownership, rights of survivorship, Alabama law

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Job shadowing, career related competitions, informational interviews

CTSO Connection:

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Unit 4 Title: Real Estate Sales Licensee

Content Standards

7. Gather and share information on the job description and job tasks for a real estate sales licensee.
8. Explain the relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.
9. Compare and contrast practicing as an independent contractor and acting as an employee of an agency.
10. List the advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.
Examples: commission, hourly, salary
11. Demonstrate methods of building trust with both buyers and sellers.

Unpacked Learning Objectives

Students know:

- How to investigate and share information on the job description and job tasks for a real estate sales licensee.
- How to explain in their own words the relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.
- How to explain the likes and differences between an independent contractor and acting as an employee of an agency.
- How to recognize the advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.
- How to explain commission and hourly salary.
- How to illustrate methods of building trust with both buyers and sellers.

Students are able to:

- Research and present information on the job description and job tasks for a real estate sales licensee.
- Summarize the relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.
- Summarize in their own words the likes and differences between an independent contractor and acting as an employee of an agency.
- Explain in their own words the advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.
- Summarize in their own words commission and hourly salary.
- Present methods of building trust with both buyers and sellers.

Students understand that:

- The job describer and job tasks for a real estate sales licensee.
- The relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.
- The likes and differences between an independent contractor and acting as an employee of an agency.
- Advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.
- The importance of building trust with both buyers and sellers.

Unit Driving/Essential Question	What is the job description, wages, outlook, projected employment, education, licenses, activities, knowledge, skills, abilities of a real estate agent? Why is it important to build trust with the buyer and seller?
Exemplar High Quality Unit Task	Students will add to their electronic portfolio.

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<p>Students will gather information on the job description and job task for a real estate sales licensee</p> <p>Students will share information on the job description and job task for a real estate sales licensee</p>	<p>Formative: Observations of student progress, digital poster self evaluations, exit ticket</p> <p>Summative: Poster rubrics</p>	<p>Students will use https://www.careeronestop.org/ to research occupations as a real estate sales licensee.</p> <ul style="list-style-type: none"> ● Description ● Wages ● Outlook ● Projected employment ● Education ● Licenses ● Activities ● Knowledge ● Skills ● Abilities <p>Students will report their research findings by creating a digital poster.</p>	<p>ELA: Write a brief explanatory research essay about a real estate sales licensee and the details of the job using MLA (or another specified style) for Works Cited.</p>	<p>Internet, projector, lecture/presentation, digital poster website such as Canva.com, rubric</p>
<p>Students will explain the relationship of a real estate licensee and broker to a</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p>	<p>Write a one page essay on the relationships and responsibilities of a real</p>		<p>Internet, computer, word processing software.</p>

<p>buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document</p> <p>Students will explain the responsibilities of a real estate licensee and broker to a buyer or seller as covers in the Real Estate Consumer Agency Disclosure (RECAD) document</p>	<p>Summative: Score on essay</p>	<p>estate licensee and broker to a buyer or seller.</p>		
<p>Student will compare and contrast practicing as an independent contractor and acting as an employee of an agency</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p> <p>Summative: Chapter test</p>	<p>Create a Venn diagram and compare/contrast practicing as an independent contractor and acting as an employee of an agency.</p>	<p>ELA: Write a brief compare/contrast document practicing as an independent contractor and acting as an employee of an agency</p>	<p>Internet, computer, word processing software, Venn diagram.</p>
<p>Students will list the advantages of customary ways of receiving payment for services in the real estate industry</p> <p>Students will list the disadvantages of customary ways of receiving payment for service in the real estate industry</p>	<p>Formative: Check for understanding, Q/A</p> <p>Summative: Write a one page summary of advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.</p>	<p>Teacher presentation</p> <p>Think-Pair-Share</p> <p>Create a list of advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.</p>		<p>Internet, computer, word processing software.</p>
<p>Students will give examples of commission salary</p>	<p>Formative: Check for understanding</p>	<p>Teacher presentation on how to calculate wages.</p>		<p>Computer, projector, internet, presentation software, free worksheets.</p>

Students will give example of hour salary	Summative: Test on wages	TeachersPayTeachers activities on: Commission Comparison Hourly wages worksheet		
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Key Vocabulary

gather, share, job description, job task, real estate sales licensee, explain, real estate licensee, broker, buyer, seller, Real Estate Consumer Agency Disclosure, compare, contract, independent contractor, advantage, disadvantage, customary, payment, commission salary, hourly salary, demonstrate, method, buyer, seller

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Job shadowing, career related competitions, informational interviews

CTSO Connection:

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Unit 5 Title: Customer and Client Service

Content Standards

12. Analyze needs, wants, and motivation of both buyers and sellers.
13. Demonstrate professional communication and negotiation skills while working with the seller and buyer.
 - 13a. Describe the importance of sending feedback to the buyers' licensees after a showing to accelerate the sale of a property.
 - 13b. Explain how regular communications with a seller about marketing, pricing, and feedback from showings may be used to determine changes needed to expedite the sale.
14. Explain the legal and ethical issues involved in representing both a buyer and a seller of the same property.

Unpacked Learning Objectives

Students know:

- How to research the needs, wants, and motivation of both buyers and sellers.
- How to illustrate professional communication and negotiation skills while working with the seller and buyer.
- How to explain the importance of sending feedback to the buyers' licensees after a showing to accelerate the sale of a property.
- How to explain the importance of regular communications with a seller about marketing, pricing, and feedback from showings may be used to determine changes needed to expedite the sale.
- How to describe in their own words the legal and ethical issues involved in representing both a buyer and a seller of the same property.

Students are able to:

- Research and present information on the job description and job tasks for a real estate sales licensee.
- Summarize the relationship and responsibilities of a real estate licensee and broker to a buyer or seller as covered in the Real Estate Consumer Agency Disclosure (RECAD) document.
- Summarize in their own words the likes and differences between an independent contractor and acting as an employee of an agency.
- Explain in their own words the advantages and disadvantages of customary ways of receiving payment for services in the real estate industry.
- Summarize in their own words commission and hourly salary
- Present methods of building trust with both buyers and sellers.

Students understand that:

- The needs, wants, and motivation of both buyers and sellers.
- The importance of professional communication and negotiation skills while working with the seller and buyer.
- The importance of sending feedback to the buyers' licensees after a showing to accelerate the sale of a property.

- The importance of regular communications with a seller about marketing, pricing, and feedback from showings may be used to determine changes needed to expedite the sale.
- The legal and ethical issues involved in representing both a buyer and a seller of the same property.

Unit Driving/Essential Question	How do you determine the needs and wants of a buyer and a seller? Why is it important to have strong communication skills in the real estate industry?
Exemplar High Quality Unit Task	Students will add to their electronic portfolio.

Map of Student Learning by Learning Objective

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<p>Students will analyze the need of both buyers and sellers</p> <p>Students will analyze the wants of both buyers and sellers</p> <p>Students will analyze the motivation of both buyers and sellers</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p> <p>Summative: Score on essay</p>	<p>Complete the needs vs wants worksheet for both buyers and sellers.</p> <p>Buyers</p> <p>Sellers</p> <p>Read the article on Common Signs of a Motivated Seller</p> <p>Read the article on Home Buyer's Motivations.</p> <p>Write a report to include needs, wants, and motivations for both buyers and sellers.</p>		<p>Internet, computer, word processing software.</p>
<p>Students will demonstrate professional communication skills while working with the seller and buyer</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p>	<p>Write a speech and present it to the class. Students will use the FBLA or DECA guidelines and topics for the current year.</p>		<p>Internet, computer, word processing software,.</p>

<p>Students will demonstrate negotiation skills while working with the seller and buyer</p>	<p>Summative: Grading sheet from FBLA/DECA competitive event.</p>	<p>Watch this TEDTalk, 3 Steps to Getting What You Want in Negotiation</p> <p>Fill out the TEDTalk guide provided by Reach and Teach.</p> <p>Role play scenarios to demonstrate negotiation skills. Possible resource: Negotiation Role Playing</p>		
<p>Students will describe the importance of sending feedback to buyers' licensees after a showing to accelerate the sale of property</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p> <p>Summative: Essay rubric</p>	<p>Students will watch an episode of Flipping 101 with Tarek El Moussa or another remodel show. Write an essay on the feedback from the potential buyers.</p>	<p>ELA: Write a brief expository essay about the importance of sending feedback to buyers' licensees after a showing to accelerate the sale of property</p>	<p>Internet, computer, word processing software.</p>
<p>Students will explain how regular communications with a seller about marketing may be used to determine changes needed to expedite the sale</p> <p>Students will explain how regular communications with a seller about pricing may be used to determine changes needed to expedite the sale</p> <p>Students will explain how regular communications with a seller about</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p> <p>Summative: Essay rubric</p>	<p>Students will read the article, A Communications Plan Helps Agents Deliver Value to Clients.</p> <p>Write a brief essay on the importance of good communication skills in the real estate industry.</p>	<p>ELA: Write a brief expository essay about how regular communications with a seller about marketing may be used to determine changes needed to expedite the sale</p>	<p>Internet, computer, word processing software.</p>

<p>feedback from showing may be used to determine changes needed to expedite the sale.</p>				
<p>Students will explain the legal and ethical issues involved in representing a buyer of the same property.</p> <p>Students will explain the legal and ethical issues involved in representing a seller of the same property.</p>	<p>Formative: Check for understanding, exit ticket, Q/A</p> <p>Summative: Test</p>	<p>Read this article, What is Dual Agency in Real Estate?</p> <p>List the pros and cons of having a dual agent.</p>	<p>ELA: Write a brief expository essay about the legal and ethical issues involved in representing a seller of the same property.</p>	<p>Internet, computer, word processing software.</p>

Key Vocabulary

analyze, need, want, motivation, buyer, seller, demonstrate, professional communication, negotiation skills, describe, feedback, buyers licensee, accelerate, explain, communication, marketing, pricing, showings, legal issue, ethical issue

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

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Unit 6 Title: Marketing

Content Standards

15. Perform valuation and market analysis for a property using appraisals, estimated values, and competitive or comparable market analysis.
16. Summarize marketing regulations governing licensee and real estate advertising and the processes of selling and buying land, real property, and personal property.
17. Compare marketing strategies used by real estate licensees to sell various properties.
18. Develop a marketing plan to sell real estate.

Unpacked Learning Objectives

Students know:

- How to demonstrate a valuation and market analysis for a property using appraisals, estimated values, and competitive or comparable market analysis.
- How to put in their own words marketing regulations governing licensee and real estate advertising and the processes of selling and buying land, real property, and personal property.
- How to recognize marketing strategies used by real estate licensees to sell various properties.
- How to create a marketing plan to sell

Students are able to:

- Illustrate valuation and market analysis for a property using appraisals, estimated values, and competitive or comparable market analysis.
- Discuss marketing regulations governing licensee and real estate advertising and the processes of selling and buying land, real property, and personal property.
- List marketing strategies used by real estate licensees to sell various properties.
- Present a marketing plan to sell.

Students understand:

- The importance of valuation and market analysis for a property using appraisals, estimated values, and competitive or comparable market analysis.
- Marketing regulations governing licensee and real estate advertising and the processes of selling and buying land, real property, and personal property.
- Marketing strategies used by real estate licensees to sell various properties.
- Marketing plans

Unit Driving/Essential Question	How do real estate professionals use valuation, appraisals, competitive and comparable analysis in pricing a property? What are the benefits of writing a marketing plan?
Exemplar High Quality Unit Task	Students will add to their electronic portfolio.

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Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Student will perform valuation for a property using appraisals, estimated values, and competitive or comparable market analysis</p> <p>Student will perform a market analysis for property using appraisal, estimated values, and competitive or comparable market analysis</p>	<p>Formative: Check for understanding</p> <p>Summative: Presentation/essay rubric</p>	<p>Define terminology.</p> <p>Read this article, Comparative Market Analysis.</p> <p>Create a presentation on valuation for a property using appraisals, estimated values, and competitive or comparable market analysis.</p> <p>Read this article, How to Find Real Estate Comps.</p> <p>Write a one page essay on the process of finding real estate comps.</p> <p>Find your home's value.</p>		<p>ROCKET Homes website, computer, internet, presentation software, word processing software.</p>

<p>Students will summarize marketing regulations governing licensee and real estate advertising.</p> <p>Students will summarize the processes of selling and buying land, real property and personal property.</p>	<p>Formative: Exit ticket, Q/A, Check for understanding</p> <p>Summative: Essay and presentation</p>	<p>Read this article on the National Association of Realtors website, NAR Internet Advertising Policy.</p> <p>Create a presentation explaining the process of the marketing regulations.</p> <p>Students will write an essay to summarize the processes of selling and buying land, real property and personal property.</p>	<p>ELA: Write a summary of marketing regulations governing licensee and real estate advertising.</p>	<p>Computer, internet, presentation software, word processing software.</p>
<p>Students will compare marketing strategies used by real estate licensees to sell various properties.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Research the various types of marketing strategies. Make a digital poster with examples of each strategy.</p> <p>Possible resource: 8 Creative Marketing Strategies for Real Estate Agents in 2022</p>	<p>ELA: Write a brief compare/contrast about marketing strategies used by real estate licensees to sell various properties.</p>	<p>Computer, internet, presentation software, word processing software, digital poster website such as Canva.</p>
<p>Students will develop a marketing plan to sell</p>	<p>Formative: Check for understanding, Q/A</p> <p>Summative: Demonstration, marketing plan rubric, test</p>	<p>Students will discover the different components of a marketing plan and implement those components into their own marketing plan:</p> <ul style="list-style-type: none"> ● Marketing plan scramble ● Lecture ● Presentation ● Note-taking ● Write marketing plans 		<p>Free lesson plan on Caeducatorstogether.org, computer, internet, presentation software, word processing software,</p>

Key Vocabulary

perform, valuation, market analysis, appraisals, estimated values, competitive market, comparable market, summarize, marketing regulations, governing licensee, real estate advertising, real property, personal property, compare, marketing strategy, real estate licensees, properties, develop, marketing plan, real estate

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Job shadowing, career related competitions, informational interviews

CTSO Connection:

FBLA: Electronic Career Portfolio, Introduction to Public Speaking (9th-10th), Public Speaking (11th-12th), Sales Presentation
DECA: Principles of Business Management and Administration, Principles of Marketing, Business Services Marketing, Entrepreneurship, Marketing Communications, Business Services Operations, Career Development Project, Sales Project, Financial Consulting, Professional Selling

Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Unit 7 Title: Professionalism and Licensure

Content Standards

19. Research and share information about forms of licensure issued through the Alabama Real Estate Commission.
 - 19a. Summarize requirements for obtaining an Alabama real estate license and the legal and continuing education requirements for maintaining an active Alabama license.
 - 19b. Explain the difference between a Realtor® and a real estate licensee.
20. Explain why it is important for real estate professionals to join the National Association of Realtors® and follow its Code of Ethics and Standards of Practice.
21. Explain the importance of joining professional organizations and attending training courses for professional and personal development.
22. Research and share information about federal and state housing laws.
 - 22a. Describe provisions regarding housing and real estate in the Civil Rights Acts of 1866 and 1968.
 - 22b. Gather and share information about steering, redlining, and blockbusting, outlining the effects of these practices in actual cases.
 - 22c. Describe the features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act, indicating how each one protects consumers.
23. Summarize standards for professionalism in the real estate industry.

Unpacked Learning Objectives

Students know:

- How to investigate and share information about forms of licensure issued through the Alabama Real Estate Commission.
- How to explain in their own words requirements for obtaining an Alabama real estate license and the legal and continuing education requirements for maintaining an active Alabama license.
- Summarize in their own words the difference between a realtor and a real estate licensee.
- How to summarize in their own words why it is important for real estate professionals to join the National Association of Realtors® and follow its Code of Ethics and Standards of Practice.
- Summarize in their own words the importance of joining professional organizations and attending training courses for professional and personal development.
- Investigate and share information about federal and state housing law.
- Explain in their own words provisions regarding housing and real estate in the Civil Rights Acts of 1866 and 1968.
- How to investigate and share information about steering, redlining, and blockbusting, outlining the effects of these practices in actual cases.

- How to explain in their own words the features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act, indicating how each one protects consumers.
- How to explain in their own words the standards for professionalism in the real estate industry.

Students are able to:

- Research and present information about forms of licensure issued through the Alabama Real Estate Commission.
- Discuss the requirements for obtaining an Alabama real estate license and the legal and continuing education requirements for maintaining an active Alabama license.
- Discuss the difference between a realtor and a real estate licensee
- Discuss why it is important for real estate professionals to join the National Association of Realtors® and follow its Code of Ethics and Standards of Practice.
- Discuss the importance of joining professional organizations and attending training courses for professional and personal development.
- Research and present information about federal and state housing law.
- Students are able to summarize the provisions regarding housing and real estate in the Civil Rights Acts of 1866 and 1968.
- Research and present information about steering, redlining, and blockbusting, outlining the effects of these practices in actual cases.
- Summarize in their own words the features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act, indicating how each one protects consumers.
- Discuss the standards for professionalism in the real estate industry.

Students understand that:

- The information about forms of licensure issued through the Alabama Real Estate Commission.
- The requirements for obtaining an Alabama real estate license and the legal and continuing education requirements for maintaining an active Alabama license.
- The difference between a realtor and a real estate licensee
- The importance of why it is important for real estate professionals to join the National Association of Realtors® and follow its Code of Ethics and Standards of Practice.
- The importance of joining professional organizations and attending training courses for professional and personal development.
- The provisions regarding housing and real estate in the Civil Rights Acts of 1866 and 1968.
- The information about steering, redlining, and blockbusting, outlining the effects of these practices in actual cases.
- The features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act, indicating how each one protects consumers.
- The standards for professionalism in the real estate industry.

Unit Driving/Essential Question	How did the Civil Rights Act affect housing? What was the impact of the Fair Housing Act?
Exemplar High Quality Unit Task	Students will add to their electronic portfolio.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Students will research information about forms of licensure issued through the Alabama Real Estate Commission</p> <p>Students will share information about forms of licensure issued through the Alabama Real Estate Commission</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Research the forms of licensure issued through the Alabama Real Estate Commission.</p> <p>Resource: AREC</p> <p>Create a brochure to inform classmates of the varying forms.</p>	<p>ELA: Write a brief expository research essay about forms of licensure issued through the Alabama Real Estate Commission, using MLA (or another specified style guide) for Works Cited</p>	<p>Computer, internet, desktop publishing software.</p>
<p>Students will summarize requirements for obtaining an Alabama real estate license.</p> <p>Students will summarize the legal and continuing education requirement for maintaining an active Alabama license</p>	<p>Formative: Check for understanding, Q/A, exit ticket</p> <p>Summative: Quiz, SmartArt score</p>	<p>Research the requirements of obtaining an Alabama real estate license. Create a step by step process SmartArt graphic to include the requirements.</p> <p>Read the article, Continuing Education Requirements. List the requirements for Alabama.</p>		<p>Computer, internet, word processing software.</p>

<p>Student will explain the difference between a Realtor and a real estate licensee</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Read this article, Realtor vs Real Estate Agent.</p> <p>Create an infographic poster for each.</p>		<p>Computer, internet, word processing software, Canva or similar website.</p>
<p>Students will explain why it is important for real estate professionals to join the National Association of Realtors® and follow its Code of Ethics and Standards of Practice.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Students will explore the website to learn the benefits of NAR membership. Create an infographic listing the benefits and a brief explanation of each.</p> <p>Read through the Code of Ethics. Divide the class into teams and have them create a collaborative presentation to summarize the code.</p>		<p>Computer, internet, presentation software, Canva or similar website.</p>
<p>Students will explain the importance of joining professional organizations and attending training courses for professional and personal development.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Read the article, Q&A: What is a Professional Organization?.</p> <p>Think-Pair-Write</p> <p>Write a one page summary.</p>		<p>Computer, internet, word processing software.</p>
<p>Students will research information about federal and state housing laws</p> <p>Student will share information about the federal and state housing laws</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Research information about federal and state housing laws.</p> <p>Create a presentation to share with the class.</p>	<p>ELA: Write a brief expository essay about federal and state housing laws.</p>	<p>Computer, internet, presentation software, word processing software.</p>

<p>Students will describe provisions regarding housing and real estate in the Civil Rights Acts of 1866 1968</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric, test</p>	<p>Watch the video: Fair Housing Act.</p> <p>Read the article.</p> <p>Create a timeline of the Civil Rights Acts of 1866 and 1968 regarding housing and real estate.</p>		<p>Computer, internet, projector, word processing software</p>
<p>Students will gather information about steering, redlining and blockbusting, outline the effects of these practices in actual cases</p> <p>Students will share information about steering, redlining and blockbusting, outlining the effects of these practices in actual cases.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Vocabulary</p> <p>Using this free lesson plan, students will be able to explain how federal, state and local housing laws and policies advantaged white Americans throughout the 20th century, especially during the years from the Great Depression to the civil rights movement.</p>	<p>ELA: Write a brief expository research essay about steering, redlining and blockbusting, outlining the effects of these practices in actual cases, using MLA (or another specified style) for Works Cited</p>	<p>Computer, internet, presentation software, word processing software.</p>
<p>Students will describe the features of the Truth in-lending act indicating how it protects consumers.</p> <p>Students will describe the features of the Equal Credit Opportunity Act indicating how it protects consumers.</p> <p>Students will describe the features of the Real Estate Settlement Procedures Act indicating how it protects consumers.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Read this article, What the Truth in Lending Act Means for You.</p> <p>Create a foldable on the Truth in Lending Act.</p> <p>Read this article on the Equal Credit Opportunity Act.</p> <p>Write 10 test questions based on the article.</p>		<p>Computer, internet, word processing software.</p>

		<p>Read the article, What is the Real Estate Settlement Procedures Act?.</p> <p>Write a one page summary explaining how the RESPA protects consumers.</p>		
<p>Students will summarize standards for professionalism in the real estate industry.</p>	<p>Formative: Exit ticket, check for understanding, Q/A</p> <p>Summative: Rubric</p>	<p>Research Standards for Professionalism and report on your findings by writing a brief summary.</p>	<p>ELA: Write a brief summary of standards for professionalism in the real estate industry</p>	<p>Computer, internet, word processing software.</p>

Key Vocabulary

forms of licensure, Alabama Real Estate Commission, active, Alabama Real Estate license, realtor, real estate licensee, real estate professionals, National Association of Realtors, Code of Ethics, Standards of Practice, explain, professional organizations, research, federal and state housing, law, provisions, housing and real estate in the Civil Rights Acts of 1866 and 1968, gather, share, steering, redlining, blockbusting, describe, Truth-in-Lending Act, Equal Credit Opportunity Act, Real Estate Settlement Procedures Act, summarize, professionalism, real estate industry

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job shadowing, career related competitions, informational interviews

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