



Reed Training Center

# CLASS SYLLABUS

<u>Date</u>	<u>Session</u>	<u>Topic</u>	<u>Reading</u>	<u>Homework</u>	<u>Mid-Term Exam</u>
2/24/2021	1	<b>Introduction to Real Estate</b>			
		Introduction to Real Estate	Cortesi - Ch 1		
		Real Estate Concepts	Cortesi - Ch 2	<b>Diagnostic Test 1</b>	
	2	<b>Real Estate Law</b>			
		Government Powers	Cortesi - Ch 3		
		Encumbrances	Cortesi - Ch 4		
		Encumbrances and Liens	Cortesi - Ch 5		
	3	<b>Real Estate Law and Ownership</b>			
		Legal Description	Cortesi - Ch 6	<b>Diagnostic Test 2</b>	
3/1/2021	4	Review Homework - Diagnostic 1&2			
		<b>Real Estate Law and Ownership</b>			
		Freehold Interests in Real Estate	Cortesi- Ch 7		
	5	<b>Real Estate Ownership</b>			
		Leasehold Estates in Real Estate	Cortesi- Ch 8		
		Forms of Ownership	Cortesi - Ch 9	<b>Diagnostic Test 3</b>	
	6	<b>Transferring Real Estate</b>			
		Transferring Title	Cortesi- Ch 10		
		Recording Title	Cortesi - Ch 11		
		Real Estate Closing	Cortesi - Ch 12	<b>Diagnostic Test 4</b>	
3/3/2021	7	Review Homework - Diagnostic 3			
		<b>MID-TERM 1 - Diagnostic 1 - 3</b>			<b>Diagnostic 1 - 3</b>
		<b>Real Estate Brokerage</b>			
		Agency and Real Estate Brokerage	Cortesi - Ch 13		
	8	<b>Real Estate Brokerage</b>			
		Real Estate Contracts	Cortesi - Ch 14		
		Brokerage Agreements	Cortesi - Ch 15		
		Real Estate Licensing Laws	Cortesi - Ch 16		
	9	Fair Housing Laws	Cortesi - Ch 17	<b>Diagnostic Test 5</b>	
		Fair Housing - National and MD Law	1.5 Hrs		

3/8/2021	10	<b>Real Estate Valuation</b>			
		Review Homework - Diagnostic 5			
		Appraisal Process	Cortesi - Ch 18		
		Methods of Estimating Value	Cortesi - Ch 19	<b>Diagnostic Test 6</b>	
	11	<b>Real Estate Finance</b>			
		Lending Laws and Government Activities	Cortesi - Ch 20		
		Loan Instruments	Coresti - Ch 21		
		Lending Practices	Cortesi - Ch 22		
	12	<b>Real Estate Finance</b>			
		Types of Real Estate Loans	Cortesi - Ch 23	<b>Diagnostic Test 7</b>	
		<b>Speciality Topics</b>			
		Property Management	Cortesi - Ch 24		
		Tax Advantage of Home Ownership	Cortesi - Ch 25		
		Real Estate Investments	Cortesi - Ch 26	<b>Diagnostic Test 8</b>	
3/10/2021	13	<b>MID-TERM 2 - Diagnostic 4 and 5</b>			<b>Diagnostic 4-5</b>
		<b>Management</b>			
		Challenge of Change RE Market	McAdams - Ch 1		
		<b>The Manager</b>			
		Manager in Leadership	McAdams - Ch 2		
		Management Skills	McAdams - Ch 3		
		Communications and Decision Making	McAdams - Ch 4		
	14	<b>Planning the Organization</b>			
		Analyzing the Business Environment	McAdams - Ch 5		
		Analyzing the Market	McAdams - Ch 6		
		Developing a Plan	McAdams - Ch 7		
	15	<b>Organizing the Organization</b>			
		Structuring the Organization	McAdams - Ch 8		
		Structuring Business Systems	McAdams - Ch 9		
Office Work	16	<b>Develop a Business Plan and Policy and Procedure Manual</b>			
	17	<b>Write the Business Plan</b>			DUE - 3/22/2021
	18	<b>Write the Policy and Procedure Manual</b>			DUE - 3/22/2021
3/15/2021	19	Review Homework - Diagnostic 6, 7 & 8			
		<b>Organizing the Organization</b>			
		Structuring the Finances	McAdams - Ch 10		

		Business Policies and Procedures	McAdams - Ch 11		
		Marketing and Advertising	McAdams - Ch 12		
	20	<b>Management - Staffing and Directing</b>			
		Practical & Legal Realities of Staffing	McAdams - Ch 13		
		Recruiting, Selecting, & Hiring the Staff	McAdams - Ch 14		
	21	<b>Staffing and Directing</b>			
		Professional Development	McAdams - Ch 15		
		Coaching Performance	McAdams - Ch 16		
		<b>Controlling the Organization</b>			
		Critiquing Operations	McAdams - Ch 17		
		Managing Risk	McAdams - Ch 18		
3/17/2021	22	<b>MID-TERM 3 - Diagnostic 6 - 8</b>		<b>Diagnostic - 6-8</b>	
		<b>Maryland Real Estate Law</b>		<b>Quiz - Homework</b>	
		Maryland Real Estate License Law	White - Ch 1	Homework - Ch 1	
		Real Estate Brokerage	White - Ch 2	Homework - Ch 2	
		Fair Housing	White - Ch 3	Homework - Ch 3	
	23	Interests and Ownership	White - Ch 4	Homework - Ch 4	
		Representation Agreements	White - Ch 5	Homework - Ch 5	
		Agency - Brokerage Relationship	White - Ch 6	Homework - Ch 6	
		Sales Contracts	White - Ch 7	Homework - Ch 7	
	24	Taxes and Other Liens	White - Ch 8	Homework - Ch 8	
		Maryland Brokerage Relationship	3 Hrs		
3/22/2021	25	<b>Maryland Real Estate Law</b>			
		Review Homework - Ch 1 - 8			
		Financing	White - Ch 9	Homework - Ch 9	
		Transfer and Recordation of Title	White - Ch 10	Homework - Ch 10	
	26	<b>Maryland Real Estate Law</b>			
		Closing the Real Estate Transaction	White - Ch 11	Homework - Ch 11	
		Leases	White - Ch 12	Homework - Ch 12	
		Environmental Issues & RE Transactions	White - Ch 13	Homework - Ch 13	
		Maryland Ethics	White - Ch 14	Homework - Ch 14	
		Review Homework Quiz - Ch 9 - 14			
	27	<b>Maryland Real Estate Law</b>			
		Maryland Ethics	3 Hours		
		Sec. 09.11.02.01 - Relations to the Public			

		Sec. 09.11.02.02 - Relations to the Client			
		Sec. 09.11.02.03 - Relations to Fellow Licensees			
		NAR Code of Ethics - Articles 1 -17			
		History and Enforcement of the Code			
3/24/2021	28	<b>Maryland Real Estate Law</b>			
		<b>MID-TERM - MD LAW - Ch 1 -14</b>			<b>MD Law 1-14</b>
		Comprehensive Exam - 1 and 2	Cortesi	Homework - Nat	
		Practice Exam - 1 and 2	White	Homework - MD	
		<b>Sales and Marketing</b>			
		Real Estate Marketing	Chapter 1		
		The Marketing Concept	Chapter 2		
	29	<b>Sales and Marketing</b>			
		Marketing Research	Chapter 3		
		Data Analysis, Drawing Conclusions...	Chapter 4		
		Target Marketing	Chapter 5		
		Technology in Real Estate	Chapter 6		
	30	<b>Sales and Marketing</b>			
		Online Marketing Techniques	Chapter 7		
		Social Media Marketing	Chapter 8		
		Product and Price Strategy	Chapter 9		
		Pricing Your Services	Chapter 10		
3/29/2021	31	<b>Sales and Marketing</b>			
		Place and Promotion Strategy	Chapter 11		
		The Marketing Plan	Chapter 12		
		Ethics and Real Estate Professionalism	Chapter 13		
		Understanding Your Client	Chapter 14		
	32	<b>Sales and Marketing</b>			
		Insights Into a Successful Sales: No Trust	Chapter 15		
		Insights Into A Successful Sales: No Help	Chapter 16		
		Personal Selling	Chapter 17		
		The Interview and Close	Chapter 18		
	33	<b>Review Homework - Final Exam</b>			
		Comprehensive 1 and 2			
		Practice 1 and 2			

3/31/2021	34	<b>National and State Final Exam</b>	2 Hours		<b>FINAL EXAM</b>
		Law Exam - 40 Questions	30 mins		
		National Exam - 90 Questions	90 Mins		
	35	Maryland Supervision	3 Hrs		
		Handout			
	36	Guide to Passing the PSI Guide			
		Review Main Topics			
		Homework	Broker 1 and 2		
		Review Title 17 - MD Law			
		Review the Statues - Handout			
4/5/2021	37	Review PSI - National Law			
		Broker 1 - Exam			
		Broker 2 - Exam			
	38	Review Title 17 - MD Law			
		Review the Statues - Handout			
	39	Recap of the Course and Material			