



EXAM INFORMATION

Items

48

Points

50

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

MARKETING

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Students will be introduced to real estate basics that include the scope of the real estate business, usage of land, land description, ownership, contracts, deeds, mortgages, title searches and closes, liens, financing sources, the appraisal process, investments in real estate, and the sales and marketing process. Students will broach real estate marketing and sales through ethics, human, employee, and customer relations, use of product knowledge, and the use of advertising and the media. Exposure to real estate terminology, forms, and contracts is an integral part of this class. Students will be required to master the following competencies by 80% through state testing, and must be used in conjunction with the Performance evaluation of this course.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Economics of Real Estate	29%
2- Geography of Real Estate	12%
3- Property Rights & Ownership	22%
4- Purchasing, Marketing & Financing	37%

**STANDARD 1****STUDENTS WILL UNDERSTAND THE ECONOMICS OF THE REAL ESTATE INDUSTRY**

- Objective 1** Determine the scope of the real estate industry.
1. Understand the economic characteristics of land (Scarcity, Location, Improvements).
 2. Discuss how the health of the real estate market affects the economy.
 3. Compare and contrast the variety of supporting employment opportunities including real estate agents and brokers, lenders, title insurance, appraisers, and construction personnel.
 4. Identify the impact on banking, home improvement, and retail industries.
 5. Understand the advantages/disadvantages of home ownership. (Equity, Tax Benefits, Bundle of Rights)
 6. Define the concept of equity as it applies to real property.
- Objective 2** Determine forces influencing the market for land.
1. Understand the concept of supply and demand.
 2. Know how employment has an impact on the market for land.
 3. Interpret government regulations and their impact.
 4. Examine the value of water and water rights.
 5. Analyze the ways land is appraised.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2**STUDENTS WILL UNDERSTAND THE GEOGRAPHY OF THE REAL ESTATE INDUSTRY**

- Objective 1** Develop an understanding of the nature and characteristics of land. Understand the concept of bundle of rights.
1. Define and understand the definition of real property.
 2. Understand the physical characteristics of land. (Indestructibility, Uniqueness, Immobility)
- Objective 2** Understand the many uses of land.
1. Understand the concept of highest and best use.
 2. Identify a variety of land use options (single-family residence, multi-family residences, condominiums, commercial, recreational, planned-unit development).
 3. Evaluate trends in the local area involving land use, and determine how these trends affect the student and their community.
- Objective 3** Determine the importance of identifying land and legal descriptions.
1. Understand the purpose and usage of a legal description.
 2. Identify the four frequently used approaches to describing property: metes and bounds, informal reference (address), recorded plat, and assessor's parcel number.
 3. Identify the Great Salt Lake Base and Meridian.
 4. Write a description of property, and be able to draw it.
 5. Know number of square feet in an acre (43,560).

**STANDARD 3****STUDENTS WILL UNDERSTAND PROPERTY RIGHTS AND THE FUNDAMENTALS OF OWNERSHIP**

- Objective 1** Develop an awareness of the different types of property ownership.
1. Understand the concept of bundle of rights.
 2. Identify the difference between fee-simple title, leasehold estate and a life estate.
 3. Explain the different types of property ownership; joint tenants vs. tenants in common.
 4. Understand the difference in water rights (Riparian, Littoral, Appropriative, Irrigation).
- Objective 2** Develop an understanding of various types of contracts and the important part they play in real estate.
1. Define contract.
 2. Understand the essential elements necessary for a contract to be a legal/valid document.
 1. Offer
 2. Acceptance
 3. Legal Purpose
 4. Consideration
 5. In Writing
 3. Distinguish between void, voidable, and breach, in relationship to contracts.
- Objective 3** Develop an understanding of deeds and the part they play in real estate.
1. Define deed.
 2. Determine the items necessary to make a deed valid.
 3. Identify the uses and different types of deeds. Warranty Deed; Special Warranty Deed; Quit Claim Deed; and Trustee's Deed (along with adverse possession and eminent domain).

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4**STUDENTS WILL UNDERSTAND THE METHODS PURCHASING, MARKETING AND FINANCING REAL ESTATE**

- Objective 1** Students will understand the method and process of buying and selling real property.
1. Determine factors that make a home marketable for purchase and future resale (kitchen, location, lot size, bedrooms etc.).
 2. Be aware of the different types of insurances affiliated with real estate (title, homeowners, earthquake, flood, private mortgage insurance and credit-life insurance).
 3. Understand the ethical duties of agents and customers during a transaction (disclosure).
- Objective 2** Develop an understanding of mortgages and methods of financing real estate investments.
1. Understand the various sources of funds for home mortgages (banks, credit union and mortgage brokers).
 2. Identify the different types of mortgage offerings (Conventional, FHA, VA).
 3. Calculate interest, PITI, LTV, commission and qualifying loan ratios.
- Objective 3** Develop an understanding of short-term and long-term costs of financing.



1. Interpret amortization schedules and total interest rate cost over the life of a loan.
2. Understand the concept of private mortgage insurance.
3. Identify closing costs involved in a transaction.
4. Recognize how credit worthiness affects total loan costs (4 C's).

Objective 4

Create an advertising promotional tool to promote a specific property.

1. Utilize and understand AIDA (Attention, Interest, Desire, Action) in the creation of this product.
2. Analyze buying motives when purchasing a home (Rational, Emotional, Patronage).

Standard 4 Performance Evaluation included below (Optional)



Real Estate Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Economics of Real Estate

Score:

- Evaluate local real estate values and the effect of the economy on those values.

STANDARD 3 Property Rights & Ownership

Score:

- Identify the necessary elements of a legal contract.

STANDARD 4 Purchasing, Marketing & Financing

Score:

- Calculate qualification for a loan.
- Determine pros and cons of two or more financing methods.
- Know how to evaluate the possible need and benefit of three real estate insurance products.
- Create an advertising promotional tool to promote a specific property.

PERFORMANCE STANDARD AVERAGE SCORE: