STATE REAL ESTATE COMMISSION
POST OFFICE BOX 2649
HARRISBURG, PA 17105-2649
1-833-367-2762

BROKER COURSE INFORMATION

All real estate courses must qualify in accordance with Section 35.271 of the Rules and Regulations of the State Real Estate Commission in order to be applied toward the 16 credits, 240 hours of instruction, in professional real estate education required for the broker examination.

The Commission strongly recommends that educational institutions implement the Commission recommended uniform titles, minimal content outline and clock hours for courses in the areas of study listed in Section 35.271.(2).

Students submitting transcripts from educational institutions implementing this recommendation should experience no difficulties in the qualification of their credits for the broker examination requirements.

Students submitting transcripts from educational institutions who have not implemented this recommendation could experience difficulty in the qualifications of their credits for the broker examination requirements.

It is the responsibility of the administrator of a college, university or accredited institute of higher learning, or director of a real estate school to determine that the real estate courses offered by that educational institution qualify.

Whenever the responsible administrator of a college, university, or accredited institute of higher learning determines that a qualifying real estate course will be offered as part of the educational institution's curriculum, the responsible administrator should immediately submit to the Commission a COURSE APPROVAL APPLICATION (SPOA 2137.IL or 2137.DE).

Whenever the director of a real estate school determines that a qualifying real estate course will be offered as part of the school's curriculum, the director is required to immediately submit to the Commission a COURSE APPROVAL APPLICATION (SPOA 2137.IL or 2137.DE).

A real estate school is required to maintain at its administrative office all records relative to the qualifications of their courses including the course content outline. These records must be available for review by the Commission's representative when monitoring the real estate program of the school.

REAL ESTATE BROKERAGE AND OFFICE MANAGEMENT (30 hours)

Minimum Content Outline

I. Planning and Organizing
- A. Setting Goals and Objectives
- B. Organization Structure/Methods of Organizing
- C. Policies and Procedures/Manuals
- D. Financial Systems and Records
  1. Budgets
  2. Profit
  3. Balance sheets
  4. Company dollar
- E. Opening a Real Estate Office
  1. Site selection
  2. Owning versus leasing
  3. Physical characteristics

II. Controlling the Market
- A. Market Analysis
  1. Market factors
  2. Types of expansion
     - a. Horizontal
       - i. Financial requirements
       - ii. Centralized versus decentralized
       - iii. Staffing requirements
     - b. Vertical
       - i. Residential specialization
       - ii. Agricultural (farm/ranch)
       - iii. Commercial/Industrial
       - iv. Appraisal
       - v. Property management
       - vi. Development/Construction
       - vii. Consulting
- B. Growth Patterns
  1. Small offices
  2. Large offices
  3. Multi-office growth
- C. Development Stages—Growth
  1. Creativity
  2. Direction
  3. Delegation
  4. Coordination
  5. Participation
- D. Control Data/Reports
  1. Listings
  2. Customers
  3. Advertising

III. Directing
- A. Major Theories of Management
  1. Psychological concepts
  2. Motivational and behavioral theories
- B. Role of the Manager
  1. Characteristics of success

- 2. Leadership
  - a. Definition
  - b. Styles
  - c. Concepts

C. Transition—Sales to Management
- 1. Types of positions
- 2. Levels of management
- 3. Transition problems

D. Communication Skills
- 1. Effective communications
  - a. Inhibitors to effective communications
- 2. Verbal versus non-verbal communications

IV. Human Resource (Staffing)

A. Recruiting
- 1. Company objectives
- 2. Personnel inventory and plans
- 3. Independent contractors/Employees
- 4. Recruiting techniques

B. Selecting
- 1. Screening and testing
- 2. Interview and selection
- 3. Affirmative Action/Equal Employment Opportunity
- 4. Independent contractor agreements

C. Training and Retaining
- 1. Goal setting with salespeople
- 2. Training programs
  - a. Design
  - b. Implementation
  - c. Follow-up training
  - d. Measuring effectiveness
- 3. Sales meetings
- 4. Rewards and recognition
- 5. Monitoring performance within company objectives

D. Termination

V. Business Ethics

VI. Legal Considerations

A. Professional Liability

B. Anti-Trust

C. Taxes

D. Employees/Independent Contractors

E. Fair Housing