



## QUALIFYING REAL ESTATE COURSE APPROVAL FORM REAL ESTATE MARKETING (30 hour course)

Provider Name \_\_\_\_\_

Title of Course \_\_\_\_\_

Name of Text or Workbook and Author \_\_\_\_\_

Length of Course  
**30 hours**

Suggested  
 Length of  
 Unit(min.)

On Page #

FOR TREC USE ONLY			
	included	Not included	Comments
<b>Real Estate Marketing</b>			
<i>Psychology of Marketing</i>			
What is Real Estate Marketing?	<input type="checkbox"/>	<input type="checkbox"/>	_____
Agent Services	<input type="checkbox"/>	<input type="checkbox"/>	_____
The Four Elements of the Marketing Mix:	<input type="checkbox"/>	<input type="checkbox"/>	_____
Product	<input type="checkbox"/>	<input type="checkbox"/>	_____
Promotion	<input type="checkbox"/>	<input type="checkbox"/>	_____
Price	<input type="checkbox"/>	<input type="checkbox"/>	_____
Place	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>SUBTOTAL</b>			
<b>The Marketing Concept</b>			
<i>Psychology of Marketing; Characteristics of a Successful Sales Agent; Professionalism &amp; Ethics</i>			
Psychology of Marketing	<input type="checkbox"/>	<input type="checkbox"/>	_____
Marketing Objectives	<input type="checkbox"/>	<input type="checkbox"/>	_____
Branding	<input type="checkbox"/>	<input type="checkbox"/>	_____
Problems that Occur When Implementing the Marketing Concept	<input type="checkbox"/>	<input type="checkbox"/>	_____
Roles Consumers Take	<input type="checkbox"/>	<input type="checkbox"/>	_____
Marketing to Consumer Types	<input type="checkbox"/>	<input type="checkbox"/>	_____
Building Consumer Relations	<input type="checkbox"/>	<input type="checkbox"/>	_____
Know the Competition	<input type="checkbox"/>	<input type="checkbox"/>	_____
Market Plan and Value Concept	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>SUBTOTAL</b>			

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## Prospecting and Target Marketing

*Psychology of Marketing; Listing Procedures; Advertising*

Suggested Length of Unit(min.) On Page #

Categories that Segment the Market	20	_____
How to Select Your Target Market	30	_____
Analysis & Strategy for Your Target Market	30	_____
<b>SUBTOTAL</b>	<b>80</b>	

included	Not included	Comments
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

## Technology and Online Marketing

*Advertising; Professionalism & Ethics; Characteristics of a Successful Sales Agent; Listing Procedures*

Tech Tools for Real Estate Agents	20	_____
Database Management	10	_____
Managing Client Files	10	_____
Website & Blog Basics	30	_____
Essential Elements of a Professional Real Estate Website	10	_____
Accuracy of Listings in the MLS	10	_____
Third Party & Subscription Websites and Automatic Feeds	10	_____
<b>SUBTOTAL</b>	<b>100</b>	

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

## Social Media Marketing

*Advertising; Professionalism & Ethics; Characteristics of a Successful Sales Agent; Listing Procedures*

The Many Faces of Social Media	30	_____
Social Networking	25	_____
Taking Listings Beyond the MLS	25	_____
Targeting by Age Group	20	_____
Marketing by Video	20	_____
<b>SUBTOTAL</b>	<b>120</b>	

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

## Marketing Research and Data Analysis

*Psychology of Marketing; Characteristics of a Successful Sales Agent*

Why Perform Market Research?	20	_____
Performing Market Research	25	_____
Analyzing Data	25	_____
Drawing Conclusions	30	_____
What Motivates Buyers & Sellers	20	_____
<b>SUBTOTAL</b>	<b>120</b>	

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

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## Product and Pricing Strategies

*Psychology of Marketing; Listing Procedures; Professionalism & Ethics*

Suggested Length of Unit (min.) On Page #

Product Strategy	20	_____
Pricing Strategy	30	_____
Price & Inflation	20	_____
What Determines the Property Price?	30	_____
Enhancing a Property's Marketability	20	_____
Factors Influencing Property Pricing	20	_____
Competition & Property Pricing	20	_____
Pricing, Product & Target Markets	20	_____
CMA Case Study	30	_____

**SUBTOTAL 210**

## Pricing Your Services

*Psychology of Marketing; Professionalism & Ethics*

Brokerage Marketing Policy & Procedures	15	_____
Fees for Services	15	_____
Using Marketing ROI Analytics	30	_____

**SUBTOTAL 60**

## Successful Marketing Strategies

*Psychology of Marketing; Characteristics of a Successful Sales Agent; Advertising; Time Management*

Evaluate the Company's Opportunities & Challenges	20	_____
Determine Exceptional Client Service	20	_____
Daily Activities for Successful Marketing	20	_____
Money Management	20	_____
Business Plan	20	_____
Workshop: Marketing Plan & Value Proposition	40	_____

**SUBTOTAL 140**

## Understanding Clients

*Psychology of Marketing; Professionalism & Ethics*

Generational Differences	20	_____
Learning Styles	10	_____
The Need to Understand Personality Types	15	_____
Personality Types	20	_____
Case Study	25	_____

**SUBTOTAL 90**

included	Not included	Comments
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
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<input type="checkbox"/>	<input type="checkbox"/>	_____
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<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

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**Marketing With Consumer Education**

*Psychology of Marketing; Characteristics of a Successful Sales Agent; Financing*

Suggested Length of Unit (min.) On Page #

included	Not included	Comments
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Understanding Personal Selling Styles	20	_____
Customizing Client Presentations	20	_____
Understanding Objections	15	_____
Breaking Down an Objection	15	_____
Overcoming Objections	15	_____
Case Study	35	_____
<b>SUBTOTAL</b>	<b>120</b>	

**Interplay Between Marketing & Finance**

*Time Management; Professionalism & Ethics; Negotiating & Closing; Financing; Characteristics of a Successful Sales Agent*

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Types of Financing	15	_____
How to Use the Qualifying Interview with Buyers and Sellers	15	_____
Negotiating the Contract	10	_____
Closing Techniques	10	_____
<b>SUBTOTAL</b>	<b>50</b>	

**State and Federal Laws**

*Advertising; Business and Commerce Code*

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

TREC Advertising	20	_____
Canned Spam; Do Not Call; Safe Harbor	15	_____
Consumer Disclosures	15	_____
DTPA	15	_____
Fair Housing	15	_____
ADA	15	_____
Anti-Trust Act	15	_____
<b>SUBTOTAL</b>	<b>110</b>	

**Ethics & Real Estate Professionalism**

*Psychology of Marketing; Professionalism & Ethics*

<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Real Estate Professionalism	35	_____
Cannons of Professional Ethics and Conduct	30	_____
Voluntary Trade Association Ethics	20	_____
Case Study	45	_____
<b>SUBTOTAL</b>	<b>130</b>	

**TOTAL MINUTES 1500**