



Texas Real Estate Commission  
P.O. Box 12188  
Austin, TX 78711-2188  
512-936-3000

## QUALIFYING REAL ESTATE COURSE APPROVAL FORM REAL ESTATE BROKERAGE (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 #

### Real Estate Industry

#### *Brokerage Pros & Cons, Outlook and Trends*

Pros & Cons of Being a Broker

20

Brokerage Outlook and Trends

10

**SUBTOTAL**

**30**

### Starting a Brokerage Business

#### *Planning & organization; operational policies/procedures*

Initial Planning

30

Start Up or Purchase an Existing Brokerage

20

Choosing a Business Structure - Franchise, Independent, LLC, etc.

20

Naming the Brokerage

20

Configuring the Brokerage

20

**SUBTOTAL**

**110**

### Ethical & Legal Business Practices

#### *Agency law; operational policies/procedures; planning & organization*

Canons of Ethics

20

Business Ethics

10

Real Estate License Law

20

Deceptive Trade Practices Act

20

Real Estate Associations

10

Responsibility of the Real Estate Brokerage

20

Unfair Competition Laws

15

Unfair Business Practices

15

Americans with Disabilities Act

20

Fair Housing

20

Agency and Representation

30

Prospecting Laws

20

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# Real Estate Brokerage - Qualifying Real Estate Approval Form

## Negotiating a Commercial Lease cont'd

*Planning & organization; operational policies/procedures*

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Unit (min.)

On Page #

Office Equipment

10

Communications and Information Systems

10

**SUBTOTAL**

**100**

## The Marketing Plan

*Planning & organization; records & controls; operational policies/procedures*

The Company's Marketing Plan

30

Marketing Properties

20

Direct Marketing

20

Marketing Budget & Marketing Campaign

30

Advertising

35

Protecting the Company's Image

15

**SUBTOTAL**

**150**

## Management Style & Structure

*Operational policies/procedures*

Leadership

25

Managing People

25

Management Styles

25

Management Structure

25

**SUBTOTAL**

**100**

## Recruiting & Hiring

*Operational policies/procedures; records & controls; recruitment, selection & training of personnel*

Employment Relationships

15

Federal/State Employment Guidelines

20

Compensation Management

20

Employment Process

15

Recruiting Sales Agents

15

Selecting Sales Agents

15

**SUBTOTAL**

**100**

## Professional Brokerage Competency & Associate

### License Holder Productivity

*Operational policies/procedures; planning & organization; recruitment, selection & training of personnel*

Managing Employees and Independent Contractors

20

Performance Management

10

Orientation Programs

15

Performance Appraisals

15

Training Programs

15

Business Meetings & Retreats

10

Personal Interaction

10

Retention

15

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## Real Estate Brokerage - Qualifying Real Estate Approval Form

### **Professional Brokerage Competency & Associate License Holder Productivity cont'd**

*Operational policies/procedures; planning & organization; recruitment, selection & training of personnel*

Suggested  
Length of  
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On Page #

Resignation and Termination

10

Productivity Management

15

Agent Business Plan

15

Personal Marketing Plan

15

Time Management Plan

15

**SUBTOTAL**

**180**

### **Evaluating the Business**

*Real estate firm analysis*

Financial Controls

10

Monitoring the Business

10

Management of Information

10

Maximizing Income

10

Minimizing Expenses

10

**SUBTOTAL**

**50**

### **Growth Opportunities**

*Real estate firm analysis; expansion criteria*

Horizontal Expansion

10

Vertical Expansion

10

Organic Growth

10

Inorganic Growth (Mergers & Acquisitions)

10

Looking into the Future

10

**SUBTOTAL**

**50**

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**TOTAL MINUTES**

**1500**