

Educator's Guide GEORGIA





Dearborn
Real Estate Education

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Educator's Guide GEORGIA

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Our Mission

Dearborn Real Estate Education is dedicated to producing a wide variety of high-quality educational materials for Georgia real estate schools. Our authors are practicing agents, educators, and school owners.

Their intimate knowledge of Georgia legislation ensures that our titles are up-to-date. With over 50 years of experience as the nation's leading publisher of real estate education, we truly understand the tools that your school and your students need to succeed.

Our support materials are designed to give your instructors all the tools they need to lead their class, help their students pass the state licensing exam on the first attempt, and prepare their students for successful real estate careers.

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Keep students engaged and studying on the go with eBook versions of some of our most popular texts! Dearborn's eBooks not only satisfy the needs of higher education markets, but also meet the demands of today's tech-savvy students.

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- Build exams using the topics and number of questions you select
- View answer explanations

Key Points

- Pinpoint problem areas with customized exams
- Create personal notes and bookmarks
- Access your QBank online when and where it is convenient for you



There's no such thing as being overprepared for an exam!



NEW EDITION – COMING SOON

Modern Real Estate Practice in Georgia, 3rd Edition

by Fillmore W. Galaty, Wellington J. Allaway, and Robert C. Kyle, with Mark Schneider, Consulting Editor

Modern Real Estate Practice in Georgia is the go-to resource for students preparing to take their licensing exam, fulfilling a college requirement, seeking guidance about an investment property, or simply expanding their knowledge in this growing field. Revamped with the latest legislative and practical updates, this continues to be the premier textbook in the study of Georgia real estate. This text includes a full glossary, extensive instructor resources, practice examinations, a math resource guide, and much more.

CONTENTS: Introduction to the Real Estate Business • Real Property and the Law • Concepts of Home Ownership • Agency • Real Estate Brokerage • Listing Agreements and Buyer Representation • Interests in Real Estate • Forms of Real Estate Ownership • Legal Descriptions • Real Estate Taxes and Liens • Real Estate Contracts • Transfer of Title • Title Records • Real Estate Financing: Principles • Real Estate Financing: Practice • Leases • Property Management • Real Estate Appraisal • Land-Use Controls and Property Development • Fair Housing and Ethical Practices • Environmental Issues and the Real Estate Transaction • Closing the Real Estate Transaction • Georgia Real Estate License Law • Real Estate Mathematics • Appendix: Practice Examinations • Glossary • Answer Key • Index

The Language of Real Estate, 7th Edition

by John W. Reilly with Marie S. Spodek, DREI, CNE® Contributing Editor

Much more than a simple dictionary or “cheat sheet,” *The Language of Real Estate* provides a comprehensive encyclopedia-like approach to literally thousands of real estate practices, concepts, and terms. This edition expands the classic text that has been a desktop standard in the real estate industry for more than 35 years. From abandonment to zoning, if it occurs in the real estate profession, you’ll find it in *The Language of Real Estate*.

FEATURES:

- Over 2,800 real estate terms explained in depth
- Guide to hundreds of real estate organizations ranging from appraisal to land surveys
- Useful Spanish-English translation for real estate terms
- Expansion of hundreds of real estate abbreviations and designations
- Guide to applicable real estate laws
- Diagrams of home construction and styles

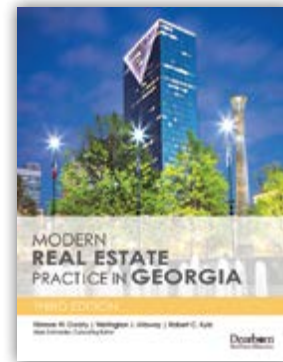
CONTENTS: Subject Classifications of Terms • Terms and Definitions • Appendix A: Organizations • Appendix B: Designations • Appendix C: Abbreviations of Terms • Appendix D: List of Laws • Appendix E: English-Spanish Key Terms • Appendix F: Spanish-English Key Terms • Appendix G: Construction Diagrams

Mastering Real Estate Math, 8th Edition

by William J. Kukla, ABR, CRS, GRI, SFR

Help students overcome math anxiety. This comprehensive workbook improves math skills and prepares students for actual real estate practice. Multiple in-chapter and additional practice problems, along with real world exercises, provide plenty of practice in each area. Step-by-step instructions simplify even the most complex calculations. Instructor Resources include learning objectives, instructional strategies, exam bank, answer keys, and a PowerPoint presentation to help prepare for class.

CONTENTS: Fractions, Decimals, and Percentages • List Price, Sales Price, and Net Price • Appreciation and Depreciation • Compensation • Ad Valorem Taxes • Property Transfer Taxes • Legal Descriptions • Area and Volume • Interest • The Mathematics of Real Estate Finance • Appraisal Methods • Tools of Investment Analysis • Prorations • Closing Statements • Lease Calculations • Comprehensive Review Exam • Measurements and Formulas • Glossary • Index

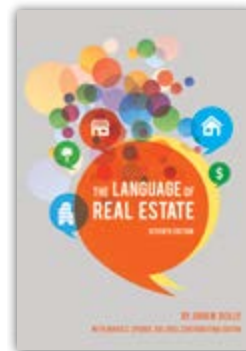


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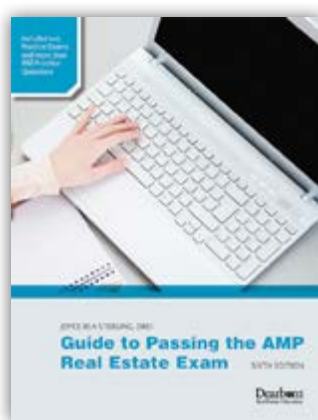
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Real Estate Math: What You Need to Know, 7th Edition

by Linda L. Crawford

Real Estate Math focuses on basic math concepts for both salesperson and broker candidates with examples, formulas, calculations, practice problems, and detailed explanations of multi-step problems in key concept areas. Its flexible format allows it to be used as a supplemental workbook or as a book for a stand-alone math course.

CONTENTS: You and This Book • Pretest • Review of Basics • Fractions, Decimals, and Percents • Using Percent in Real Estate • Legal Descriptions and Area Problems • Mortgage Math • Real Estate Taxes • Appraising and Investing Calculations • Computations and Closing Statements • Posttests I, II, and III • Solutions for Posttests I, II, and III

NEW EDITION – COMING SOON

Guide to Passing the AMP Real Estate Exam, 6th Edition

by Joyce Bea Sterling, DREI, with Derek McNeal, Contributing Editor

The latest edition of this study guide follows the content outline for the AMP salesperson licensing exam. Each chapter has a 70-question test, and there are two additional 110-question tests in the book. The Key Point Review-to-Go is especially useful for reviewing key topics just before the exam.

CONTENTS: Agency Relationships and Contracts • Real Property Ownership/Interest • Finance • Real Property • Marketing Regulations • Property Management • Real Estate Calculations • Appendix A: State-Specific Questions to Know • Appendix B: Forms • Glossary • Index • Key Point Review-to-Go

The must-have app for real estate licensing students!

The Dearborn Modern Real Estate Practice Flashcard and Study Tools App offers a comprehensive review of critical material. Students can enjoy the convenience of studying anywhere, anytime, at their own pace.

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Georgia Real Estate Drill and Practice QBank, Version 2.0

With our new complete QBank package, students can focus their preparation for the Georgia Real Estate License Exam specifically on the national and state portions of the exam.

Our QBanks give students the power to simulate nearly every test environment imaginable: from licensing exams as outlined in the AMP to customizing quizzes according to topics and subtopics. They can pinpoint problem areas with the Performance Tracker as well as indicate how they stack up with other students in Georgia.

FEATURES:

- Simulate licensing exams
- Customize exams by topics and subtopics
- View answer explanations

Questions & Answers to Help You Pass the Real Estate Exam, 9th Edition

by John W. Reilly and Paige Bovee Vitousek, with Karen Stefano, Contributing Editor

This exam guide helps both salesperson and broker candidates prepare for any national licensing exam (Promissor/Pearson VUE, AMP, PSI), as well as state-designed exams. Study strategies, test-taking tips, and more than 1,900 questions position students to pass the exam on the first try.

CONTENTS: Interests in Real Property • Forms of Ownership • Condominiums and Cooperatives • Encumbrances: Easements, Restrictions, and Liens • Governmental Limitations: Building Codes, Zoning, and Eminent Domain • Land Description • Appraisal • Taxes and Assessments • Sources of Financing: Conventional, Governmental, and the Secondary Mortgage Market • Mortgages and Foreclosures • Acquisition of Title: Deeds • Settlement Procedures: Escrow, Evidence of Title, and Recording • Real Estate Settlement Exercises • Agency and Business Ethics • Listings • Sales Contracts and Options • Federal Fair Housing, Truth in Lending, the National Do Not Call Registry, and Environmental Disclosures • Property Management, Lease Agreements, and Securities • Real Estate Mathematics • Appendix A: Salesperson's Practice Final Examination • Appendix B: Broker's Practice Final Examination • Appendix C: Review Examinations

NEW VERSION – COMING SOON

Georgia Sales and Marketing 101 for Real Estate Professionals, Version 3.0

by Chris Grover

Based on the *Sales and Marketing 101 for Real Estate Professionals* textbook, this user-friendly course meets Georgia's 25-hour post-licensing requirement. The immersive online delivery format is essential to helping today's busy real estate professionals succeed with plenty of real-life examples from the forefront of the industry. New units on technology, online marketing, and social media strategies make this the most comprehensive guide for applying classic marketing and sales techniques to a real estate career.

CONTENTS: Real Estate Marketing • The Marketing Concept • Market Research • Data Analysis, Drawing Conclusions, and Motivation • Target Marketing • Technology in Real Estate • Online Marketing Techniques • Social Media Marketing • Product and Pricing Strategy • Pricing Your Services • Place and Promotion Strategy • The Marketing Plan • Ethics and Real Estate Professionalism • Understanding Your Clients • Insights Into a Successful Sale: No Trust, No Need • Insights into a Successful Sale: No Help, No Hurry • Personal Selling • The Interview and Close • Final Exam



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Dearborn is committed to providing a wide variety of foundational-based continuing education titles that not only meet state requirements to help professionals maintain their licenses, but also cover relevant, hot-topic issues to keep real estate professionals in tune with changes in the industry. The following courses approved for continuing education in Georgia represent elective topics of interest to today's professionals.

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- Environmental Issues in Your Real Estate Practice, v5.0
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- Investment Property Practice and Management, v4.0
- Mortgage Fraud and Predatory Lending: What Every Agent Should Know, v2.1
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Guide Your Students to New Careers as Brokers

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Adopting our broker products will give your students an edge in the marketplace and help advance their careers. Available in both print and electronic formats, our broker titles cover national and state-specific content, and provide students with the tools they need to establish and manage a successful real estate brokerage.

NEW – COMING SOON

Georgia Broker Prelicensing Course, Version 1.0

This exam-focused online course fulfills the Georgia 60-hour broker prelicense real estate education requirement and prepares students for the AMP broker exam. Students will build on the areas covered for salesperson's prelicense and learn advanced concepts in those areas. Concepts include conducting loan closings, real estate office management, personnel policies, trust account record keeping, discharging a broker's responsibility for associate licensees.

Students can now complete their course and final exam all online with our new online proctored exam. After students complete their course, they will choose their proctor and simply complete an online form before gaining access to the exam.

CONTENTS: Introduction to the Real Estate Business • Real Property and the Law • Fair Housing • Interests in Real Estate • Forms of Real Estate Ownership • Land Description • Transfer of Title • Title Records • Real Estate Brokerage • Real Estate Agency • Client Representation Agreements • Real Estate Contracts • Real Estate Taxes and Other Liens • Real Estate Financing • Government Involvement in Real Estate Financing • Real Estate Appraisal • Closing the Real Estate Transaction • Leases • Property Management • Land-Use Controls and Property Development • Environmental Issues and the Real Estate Transaction • Investing in Real Estate • Ownership in Georgia • Brokerage Relationships in Georgia: BRRETA • Georgia Contract Forms • Financing and Closing Residential Transactions in Georgia • Georgia Real Estate License Law/ Commission Rules and Regulations

Real Estate Brokerage: A Management Guide & Workbook, 8th Edition

by Laurel D. McAdams and Joan m. Sobek

This practical guide offers an applications-oriented approach to becoming more effective managers, leaders, and communicators. The most comprehensive real estate brokerage title available, this edition reflects innovation, most apparent in digital media and all the associated tactics and risks (including Internet security and identity theft), and the influence of generational diversity in contemporary business practices. The guide also highlights new trends in professional development, including formal mentoring and cross-training programs, and developments in civil procedures, including RESPA, antitrust, and employment law issues. When used with the workbook for additional review, the package is a complete "how-to" for starting and maintaining a real estate brokerage business.

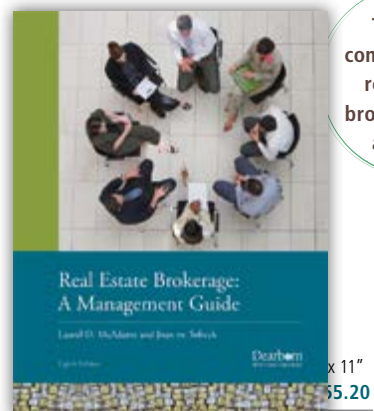
CONTENTS: Introduction • The Challenge of Change • Leadership • Management Skills • Communications and Decision Making • Analyzing the Business Environment • Analyzing the Market • Developing a Plan • Structuring the Organization • Structuring Business Systems • Structuring the Finances • Business Policies and Procedures • Marketing and Advertising • The Practical and Legal Realities of Staffing • Recruiting, Selecting, and Hiring the Staff • Professional Development • Coaching Performance • Critiquing Operations • Managing Risk • Final Thoughts • Glossary • Index

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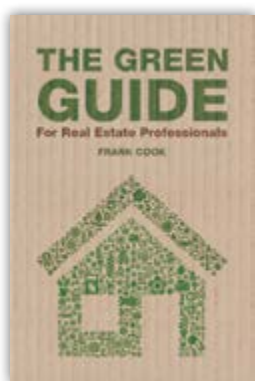


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Before Hitting Send Power Writing Skills for Real Estate Agents

by Karen Stefano, Esq. and Penny Nathan

Before Hitting Send is a practical, how-to writing guide targeting the unique needs of real estate agents. It teaches the fundamentals of effective writing through examples and exercises from scenarios agents face daily. In addition to instruction chapters, the book includes writing samples that are also available electronically for download at www.beforehittingend.com.

CONTENTS: Getting Started: What Do You Want to Say? • What Tone Do You Want to Convey? • Structuring a Message for Maximum Impact • Use Transition Words to Signal Where Your Message Is Going • Enhance Readability With a Visually Appealing Layout • Be Specific and Precise in Your Writing • Watch the Order of Your Words • Use Your Verbs Wisely • Get In, Get Out, Move On: Eliminate Unnecessary Words • Shorter Sentences Are Better • Power Writing for Real Estate • Writing to Persuade • Delivering Bad News Gracefully • Proper Word Usage and Three Simple Grammar Rules • Proper Punctuation • Take the Time to Get It Right: 12 Questions to Ask as Your Review and Revise • A Message for Brokers: 10 Steps for Improving Your Agents' Writing Skills • Appendix: Sample Emails • Index

The Green Guide for Real Estate Professionals

by Frank Cook

"Green" information about homes and housing is scattered across the Web and incorporated in government white papers from the Environmental Protection Agency to the Department of Energy. "Green" homes are not only selling well in today's market, but they are selling at premium prices. This book brings together key data in one place, combined with interviews from professionals in the field. A glossary of "green" terminology is also included.

CONTENTS: Green Isn't Going Away • A Little Science, a Little Math, and the Big Picture (the Small Picture, Too) • Forty Shades of Green • Who Sets the Green Rules? • What Building Certifications Mean, and Don't Mean • Turning Green with Education • Now That You're Green, People Need to Know It • Talking with Green Homebuyers • Talking to Homesellers • If I Go Green, Can I Get My Money Back? • Does Money Grow on Green Trees? • Why Does My Utility Want Me to Use Less Power? • Will Your Green Listings Appraise? • Green Homes Mean Green Home Inspections • What Is an Energy Audit, and Is It Your Friend? • Can a Mansion Be Green? • Sick House Syndrome: The Environment Within • Getting Your Office Green • Community Events, Outreach, and You • Green Investing for Fun and Profit • The Pros and Cons of Green • A Green Future Full of Challenges and Optimism • Resources • Glossary • Index

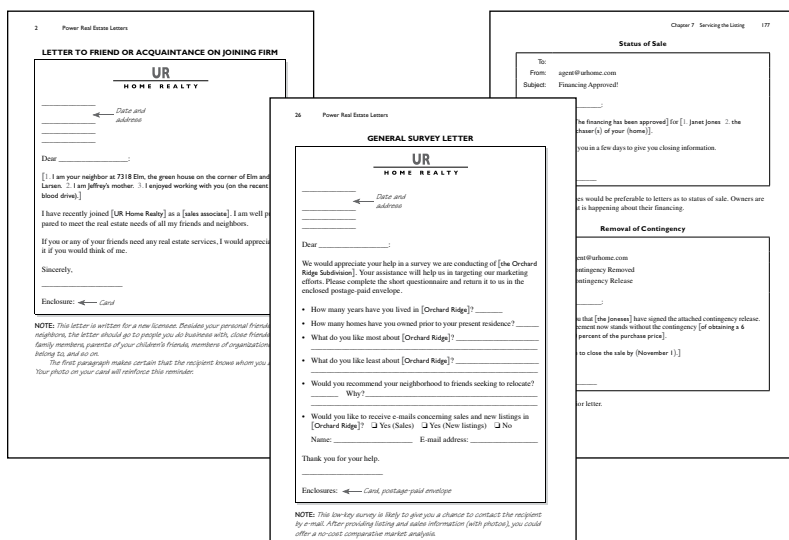


Power Real Estate E-mails & Letters, 5th Edition

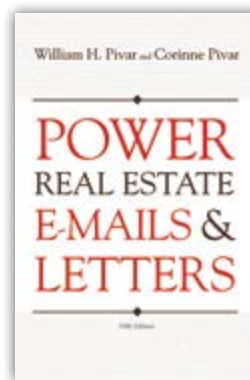
by William H. Pivar and Corinne Pivar

Correspondence is an essential part of an agent or broker's day-to-day business. This title offers professionals a variety of emails and letters that can be adopted for any circumstance, saving time and resources. As a bonus, they are available electronically for download. An excellent resource for both new and experienced agents, this volume is a superb addition to your bookstore.

CONTENTS: Introduction • Promoting Yourself • Listing Solicitations • Solicitations for Expired and For-Sale-by-Owner Listings • Responses to Owner Inquiries • Residential Buyer Solicitations • Land, Business, and Investment Buyer Solicitation • Servicing the Listing • Buyer E-mails and Letters • Breach of Contract and Other Conflict Communications • Property Management • Broker, Lender, and Attorney Letters • Personnel Letters • Press Releases • Miscellaneous Letters • Index of Letters

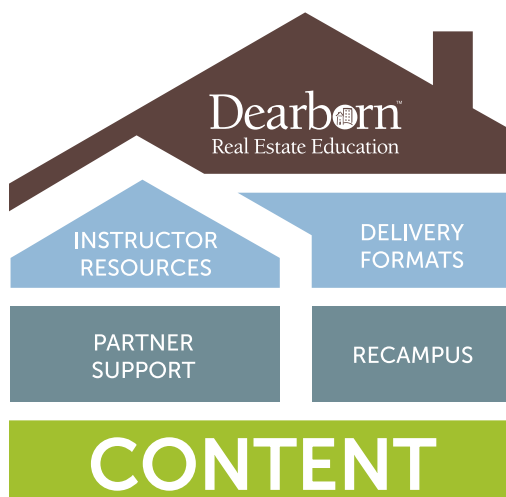


Sample Letters and E-mails



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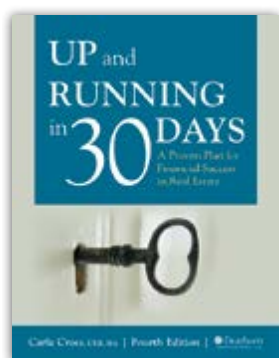


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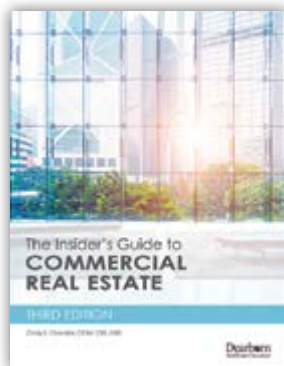


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Beyond the
 basics of
 commercial
 real estate

NEW EDITION – COMING SOON

The Insider's Guide to Commercial Real Estate, 3rd Edition

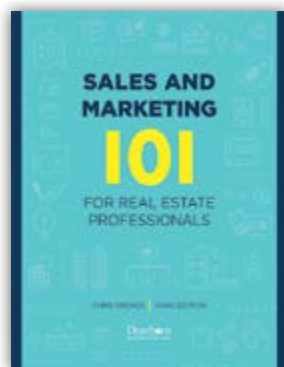
by Cindy S. Chandler, CCIM, CRE

This commercial real estate text begins with the basics, such as property types and commercial real estate culture, moves into an in-depth discussion of math, finance, and contracts that every professional needs to master, and ends by exploring several entry-level career options. Readers will finish with a specific plan to begin their commercial real estate careers, apply all its terms, contracts, and processes, and do so with a knowledge of various career paths.

CONTENTS: Getting Started • Types of Properties • Investors and Other Types of Buyers • Land • Commercial Contracts • Math and Valuation • Finance • Brokerage Fundamentals • Leasing • Development • Property Management • Appendix A: Due Diligence Checklist • Glossary • Answer Key • Index

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NEW EDITION – COMING SOON

Sales and Marketing 101 for Real Estate Professionals,

3rd Edition

by Chris Grover

Using conversational language and a plethora of real-life examples, this textbook explains classic marketing principles and sales techniques from the perspective of the real estate industry. In addition, it can also be used to fill a 30-hour salesperson annual education (SAE) requirement in Texas. A complete set of Instructor Resources is available online.

CONTENTS: Real Estate Marketing • The Marketing Concept • Market Research • Data Analysis, Drawing Conclusions, and Motivation • Target Marketing • Product and Pricing Strategy • Pricing Your Services • Place and Promotion Strategy • Ethics and Real Estate Professionalism • Insights Into a Successful Sale—No Trust, No Need • Insights Into a Successful Sale—No Help, No Hurry • Personal Selling • The Interview and Close • Appendix A: Marketing Plan • Glossary • Answer Key • Index

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