

# *Educator's Guide*

## ILLINOIS

**Dearborn**<sup>™</sup>  
Real Estate Education








# Educator's Guide ILLINOIS

## Our Mission

For more than 55 years, we have continued our commitment to helping our partner schools succeed by providing the highest quality content and support materials. Our experience and understanding of the real estate industry is unsurpassed. With Dearborn, you can achieve success!

Our support materials are designed to give your instructors all the tools they need to lead their class and fully prepare their students for a successful career.

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## Join the Mobile Movement in Education!

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.

### Benefits for Your School and Your Students

- Package with online courses to maximize the student experience
- Eliminate shipping and inventory expenses
- Allows for easy highlighting, bookmarking, note taking, and note sharing
- Provide your students with options
- View content on multiple devices



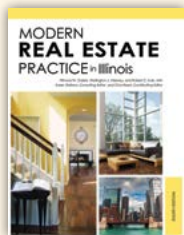
Look for this icon throughout the guide to see which titles are available in eBook format!

## Complete Prelicensing Curricula

Maximize the student experience with prelicensing solutions and exam-prep tools that have trained more real estate professionals than those of any other provider. When you place an order with Dearborn, you will receive all the necessary tools to prepare your students for the licensing exam and ensure a successful class.

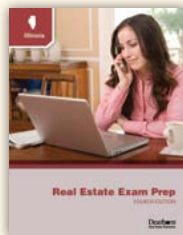
### Our Prelicensing and Exam Prep curricula feature:

- Dozens of learning components that help students fully master key concepts
- Instructor Resources with PowerPoint presentations, quizzes, final exams, and more



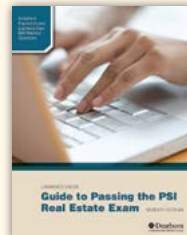
Modern Real Estate Practice in Illinois,  
8th Edition

+



Illinois Real Estate Exam Prep,  
4th Edition

+



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

=

Complete Prelicensing and Exam Prep Solutions

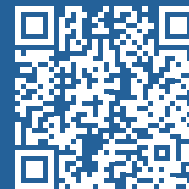
## Introducing the must-have app for real estate licensing students!

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.

### The Flashcard and Study Tools App features:

- Flashcards with gaming options
- Video and audio clips for additional review
- More than 700 items and definitions
- Multiple-choice questions

Visit [www.modernrealestatepractice.com/flashcards](http://www.modernrealestatepractice.com/flashcards) to try the **FREE** version of the Flashcard and Study Tools App.



Try the free version of our Flashcard and Study Tools App!

## Prepare • Practice • Perform®

The Dearborn learning system is designed to help your students achieve desired program outcomes efficiently and effectively by employing a three-phase learning strategy: Prepare. Practice. Perform.

### Prepare

The **Prepare phase** sets the foundation for the learning experience, and the student is introduced to new knowledge. Through readings, students are provided with the necessary tools to begin acquiring new knowledge.

### Practice

The **Practice phase** provides students with an opportunity to apply what they have learned through additional activities, simulations, or questions. Students complete quizzes at the end of each unit to help evaluate their level of understanding for the curriculum they've just been taught.

### Perform

The **Perform phase** utilizes exam tools to simulate licensing exam conditions and provide a measure of mastery of critical concepts. These tools help students pinpoint their strengths and weaknesses, as well as identify their knowledge level going into the exam.

# New Licensees: Broker Licensing + Exam Prep

New broker candidates will be required to take a 90-hour prelicensing course prior to sitting for the state exam. This requirement includes a 15-hour interactive component.

## Modern Real Estate Practice in Illinois, 8th Edition

by Fillmore W. Galaty, Wellington J. Allaway, and Robert C. Kyle,  
with Karen Stefano, Consulting Editor, and Chris Read, Contributing Editor

This heavily revised new edition of *Modern Real Estate Practice in Illinois* is designed to meet the specific prelicensing requirements in Illinois. The book reflects the most recent legislative changes and new practices in Illinois and covers popular topics such as financing options, short sales, and foreclosures. It contains everything a prospective licensee needs to become regulatory compliant.

**Note:** Online proctoring is now available for the online course—contact your CEM for more information.

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

## Illinois Real Estate Exam Prep, 4th Edition

Ideal when used in conjunction with *Modern Real Estate Practice in Illinois*, this exam prep booklet features 260 carefully chosen questions on law and practice to help students master the state portion of the licensing exam.

## Illinois Real Estate Drill and Practice QBank, Version 2.0

What do you get when you put over 55 years of licensing and exam preparation behind one comprehensive test engine? QBanks! Our versatile complete QBank package will better prepare students for real estate licensing exams.

With our new complete package, students can focus their preparation for the Illinois Broker 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 Illinois.

### FEATURES:

- Simulate licensing exams
- Build customized exams by topics and subtopics
- View answer explanations

New enhanced  
Instructor  
Resources



**Textbook**, 599 pages, 2014 copyright, 8½ x 11"  
**ISBN 9781427748324** Retail Price **\$54.81**

**eBook**  
**ISBN 9781427748362** Retail Price **\$37.39**



Prepare your  
students for the  
state portion of  
the licensing  
exam



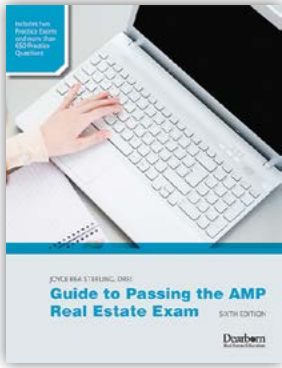
**Textbook**, 59 pages, 2010 copyright, 8½ x 11"  
**ISBN 9781427730008** Retail Price **\$23.86**

### Online Course

Call for details, 2015 copyright







**Textbook**, 383 pages, 2016 copyright, 8½ x 11"  
**ISBN 9781475435740 Retail Price \$35.46**

**Online Course**  
**Call for details**, 2016 copyright



### 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

### NEW – COMING SOON

#### Florida Real Estate Law Exam Prep Course, Version 1.0

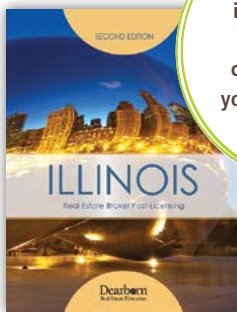
This online course is for nonresident license applicants who are seeking a Florida real estate license through mutual recognition. The course is designed to prepare students for the Laws and Rules Examination administered by the state of Florida. Students will learn about Florida real estate license law, real estate-related Florida Statutes, and Florida Real Estate Commission administrative rules. The course also covers the Florida Real Estate Commission's required content outline for the Laws and Rules Examination.

**Note:** Florida has mutual recognition with 8 states: Alabama, Arkansas, Connecticut, Georgia, Illinois, Mississippi, and Nebraska.



## New Licensees: Broker Post-Licensing Requirements

Broker candidates will have to complete a 30-hour post-licensing course, which includes a 15-hour interactive component.



Online proctoring is now available for the online course—contact your CEM for more information

**Textbook**, 254 pages, 2014 copyright, 8½ x 11"  
**ISBN 9781475421873 Retail Price \$46.03**

**eBook**  
**ISBN 9781475423327 Retail Price \$30.69**



#### Illinois Real Estate Broker Post-Licensing, 2nd Edition

Gerald R. Cortesi, Contributing Editor

This title can be used to support a broker post-licensing course. It contains the mandatory topics, including license law, state and federal laws, agency, and real estate transactions. Enhanced Instructor Resources are available to prepare for regular classroom instruction, as well as the interactive requirement. Included are lecture outlines, chapter quizzes, a PowerPoint presentation, a final exam, and interactive exercises.

**CONTENTS:** License Law • Real Property Issues • Risk Management • Agency Issues • Seller Counseling • Buyer Counseling • Market Analysis • Financing • Contracts and Conveyances • Closing the Transaction • Glossary • Chapter Quizzes Answer Key



REcampus Online



eBook



Audio



Instructor Resources

# New Licensees: Managing Broker + Exam Prep

In order to become a managing broker, a candidate must complete the broker prelicensing and post-licensing requirements outlined previously, plus a 45-hour managing broker prelicensing course. This requirement includes a 15-hour interactive component.

BROKER

## Illinois Real Estate Managing Broker Prelicensing, 2nd Edition

This title can be used to support a managing broker prelicensing course. Topic coverage includes licensing and operations, managing licensees, and risk management. Enhanced Instructor Resources are available to prepare for regular classroom instruction and fulfill the interactive requirement. Included are lecture outlines, chapter quizzes, a PowerPoint presentation, a final exam, and interactive exercises.

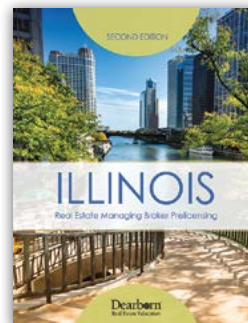
- CONTENTS:** Licensing • Operations • Handling the Money • Recruiting • Brokerage Support • Transaction Supervision • Marketing and Advertising • Dispute Resolution • Company Policies • Disclosure Issues • Industry Issues • Appendix A: AMP Illinois Managing Broker Licensing Exam • Glossary • Answer Key • Index

## Guide to Passing the AMP Real Estate Broker Simulation Exam

by Joyce Bea Sterling, DREI

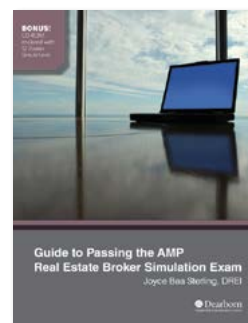
This study guide will help real estate brokers prepare for the AMP real estate broker simulation exam. It includes an introduction to broker simulations, a review of each section topic in the broker simulation content outline, and information on what type of state-specific information will be expected. Content related to ethical behavior is incorporated throughout. The guide also includes a CD-ROM with 12 broker simulation questions. The CD-ROM is compatible with Windows XP, Windows 7, Vista, and Mac OS. Recommended minimum: 128 MB RAM, 1024 x 768 screen resolution with true color 24-bit.

- CONTENTS:** Agency • Contract • Freehold and Leasehold • Property Management • Finance • Government Regulations and Private Restrictions • Description and Measurement • Valuation • Conveyance • Calculations • Glossary • Index



**Textbook**, 265 pages, 2014 copyright, 8½ x 11"  
**ISBN 9781475421880 Retail Price \$53.58**

**eBook**  
**ISBN 9781475422528 Retail Price \$35.72**



**Textbook**, 250 pages, 2012 copyright, 8½ x 11"  
**ISBN 9781427711595 Retail Price \$49.56**

Online proctoring is now available for the online course—contact your CEM for more information

# REAL XPERTS



## FREE Professional Development Series

Add value to your current student base and generate leads for future enrollments with this new series of FREE videos! The series is called RealXperts and will consist of several 30-minute videos featuring industry experts. The videos focus on current hot topics, industry trends, career advice, and other timely information geared toward real estate professionals. A new video will launch every four to six weeks.

As a Dearborn REcampus partner, you can add these videos to your site free of charge! To get the RealXperts video series added to your portal, simply visit our website.

Questions? Email [recemteam@dearborn.com](mailto:recemteam@dearborn.com) | [www.dearborn.com/realxperts](http://www.dearborn.com/realxperts)

# Continuing to Serve Students' Education Needs at Every Stage of Their Careers.

Dearborn is committed to providing a wide variety of fundamental continuing education titles that not only meet state requirements, but also help professionals grow their career. Our continuing education courses also cover relevant hot-topic issues in the industry.

## Our Continuing Education collection contains:

- The highest-quality, most up-to-date educational content
- A full set of instructor support materials and teaching aids
- Class activity suggestions, case studies, and other student exercises

Powered By:



## User-Friendly Online Courses

Most of our CE titles are available online through REcampus, built to ARELLO<sup>®</sup> and IDECC standards, and approved for up to six credit hours.

## Keep your students ahead of the curve!

Ensure your students are learning the most current information by keeping your courses up-to-date with the most recent versions. Not only will you help your students relay the most relevant information to their clients, but you will also help your school have fewer course/technical support calls and provide an enhanced student experience, which leads to more students recommending your courses and school.

### Online Course

Call for details, 2014 copyright



### Illinois Core Continuing Education: Core A & B, Version 5.0

Core A: Fair Housing, Agency, License Law, and Escrow

Core B: Short Sales

by Gerald R. Cortesi

This 6-hour online continuing education course contains an important review of Illinois law pertaining to agency, fair housing, license law issues, and escrow. An overview of the short sale process, including qualifying, marketing a listing, completing contracts, and addressing legal ramifications, will also be covered. It has been updated with the newly-required content on fair housing.

**CONTENTS: Core A:** Agency • Fair Housing • License Law Issues • Escrow

**Core B:** Identifying the Short Sale Property • Marketing the Short Sale Listing • Short Sale Contracts • Making the Sale with Loss Mitigation Departments • Final Exam



REcampus Online



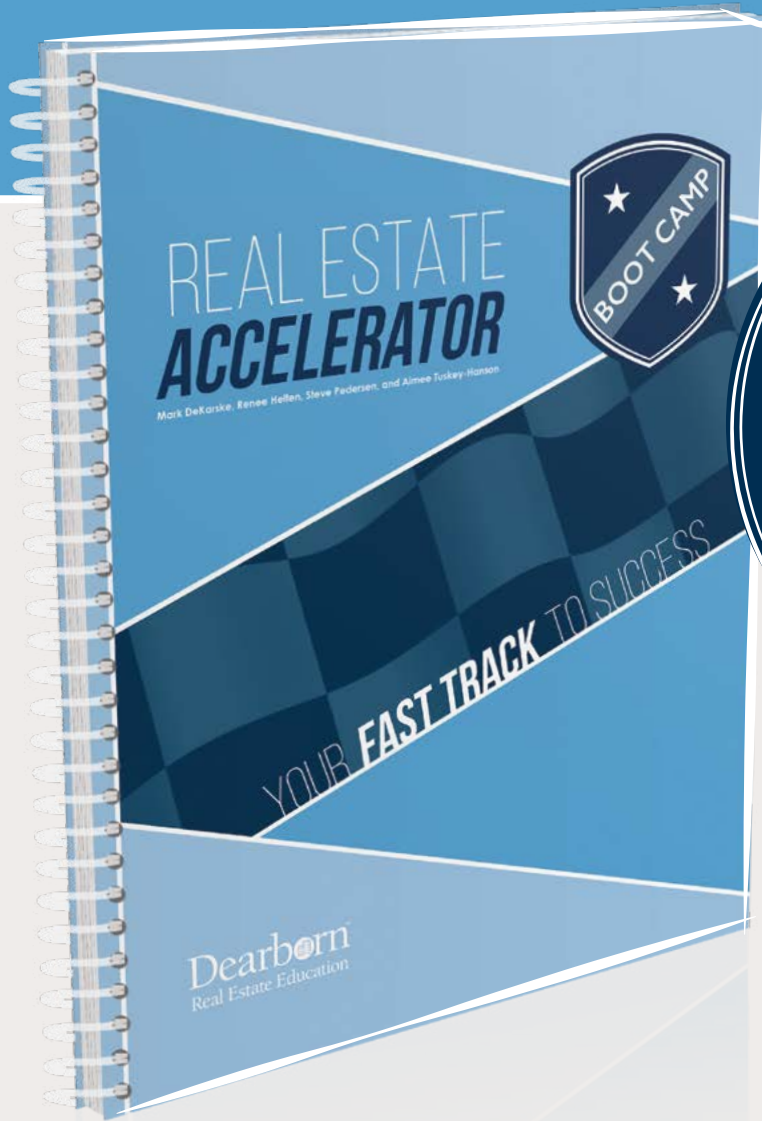
eBook



Audio



Instructor Resources



**Workbook**, 150 pages, 2015 copyright, 8½ x 11"  
**ISBN 9781475434651 Retail Price \$102.05**



## NEW

### Real Estate Accelerator

by Mark DeKarske, Renee Helten, Steve Pedersen, and Aimee Tuskey-Hanson

It's widely reported that roughly 50% of real estate agents QUIT within the first year of licensure. *Real Estate Accelerator* is a two-day, intensive boot camp program developed by Dearborn Real Estate Education to help reduce the statistic. This program will provide new or struggling real estate licensees with the real-world skills and tools they need to thrive in the real estate business.

Most licensing curriculum focuses on laws and what is needed to pass the licensing exam; however, this leaves little room to cover the skills training needed to be successful. *Real Estate Accelerator* will bridge the gap between earning a license and developing a robust book of business. All students will leave with an actionable and sustainable business plan and marketing plan they can implement immediately.

This concentrated, hands-on program is written by top-producing real estate agents from across the country, who know what it takes to be successful. It is an assessment-based program that leans on Dearborn's core learning science methodology: **Prepare • Practice • Perform®**.



# REAL ESTATE *ACCELERATOR*



## Benefits to Schools:

This two-day intensive boot camp is designed to help real estate schools arm their students with business skills and operating procedures utilized by the nation's most successful real estate agents. This system is a boot camp in-a-box. Adding a boot camp program to your school's course offerings will allow you to:

- Diversify your offerings
- Enter the lucrative real estate coaching industry
- Not only provide licensing education, but training to help new licensees succeed
- Make stronger connections with students so they are students for life
- Market to recent licensing students and current licensing students
- Work with brokerages to help provide training for their recruits

## Who Should Attend?

- Newly licensed agents
- Struggling licensees who need a boost
- Licensees who want to step up their game
- Licensees changing specialty focus or brokerage
- Licensees who are reentering the business or transitioning to full time

## School Package:

- Student Workbooks
- Instructor Manual
- Additional Instructor Resources:
  - Videos
  - Performance tracker software trial and job aids
  - Pre-work introduction email templates
  - DISC survey access
  - Free trial periods for Customer Relationship Management (CRM) software

For more information,  
contact [partners@dearborn.com](mailto:partners@dearborn.com)

## Student Outcomes:

- Design an effective marketing plan to determine and utilize the appropriate marketing strategies that align with the student's personality type, location, and budget.
- Prepare an effective business plan that equips students with key business skills they need to be successful.
- Apply activity management that identify and track daily, weekly, and monthly activities that are proven success drivers.
- Develop an economic plan to suit the students' needs and help them understand financial management roles as an independent contractor.
- Demonstrate the sales skills to succeed in real estate.
- Learn to use Customer Relationship Management (CRM) software like a pro.
- Assess personality styles; understand and recognize personality styles of others in order to effectively communicate with clients and agents.
- Describe and explain ancillary real estate-related issues such as title insurance, financing, home inspection, and appraisal.

# Help Your Students Excel in Their Careers

Count on Dearborn to assist your students every step of their professional career with the hottest publications from some of the most respected real estate experts in the industry. Our extensive inventory of textbooks includes today's most relevant topics, such as commercial real estate, business writing skills, "green" information, and more. Offering these titles in your school's bookstore provides real estate professionals with the resources they need to scale the ladder to success while generating additional revenue for your school.

## 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.beforehittingsend.com](http://www.beforehittingsend.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

## 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.

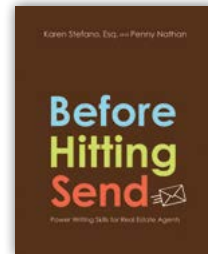
**CONTENTS:** Introduction • Promoting Yourself • Listing Solicitations • Solicitations for Expired and For-Sale-by-Owner Listings • Responses to Owner Inquiries • Residential Buyer Solicitations • Land, Business, and Investment Buyer Solicitation • Servicing the Listing • Buyer E-mails and Letters •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

## The Green Guide for Real Estate Professionals

by Frank Cook

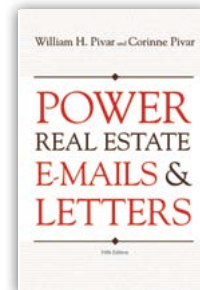
"Green" information about homes and housing is scattered across the Web and incorporated in government white papers from the Environmental Protection Agency to the Department of Energy. "Green" homes are not only selling well in today's market, but they are selling at premium prices. This book brings 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



**Textbook**, 258 pages, 2012 copyright, 7¼ x 9"  
ISBN 9781427711182 Retail Price \$29.72

**eBook**  
ISBN 9781475426311 Retail Price \$19.81



**Textbook**, 367 pages, 2012 copyright, 6 x 9"  
ISBN 9781427711403 Retail Price \$32.80

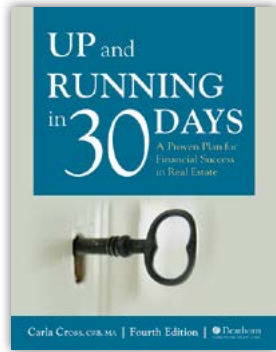
**eBook**  
ISBN 9781475426342 Retail Price \$28.88



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ISBN 9781427711397 Retail Price \$27.51

**eBook**  
ISBN 9781475426335 Retail Price \$18.34



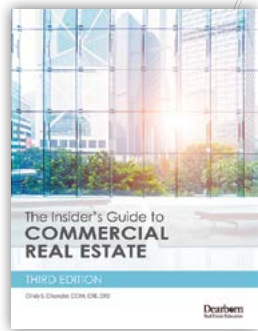


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**eBook**  
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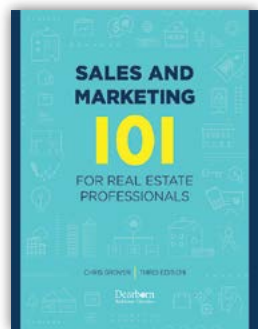
Learn more from the author at  
[www.YouTube.com/DearbornRealEstate](http://www.YouTube.com/DearbornRealEstate)



Beyond the  
 basics of  
 commercial  
 real estate

**Textbook**, 193 pages, 2016 copyright, 8½ x 11"  
**ISBN 9781475437263 Retail Price \$28.06**

**eBook**  
**ISBN 9781475437270 Retail Price \$18.71**



**Textbook**, 252 pages, 2016 copyright, 8½ x 11"  
**ISBN 9781475434354 Retail Price \$41.62**

**eBook**  
**ISBN 9781475434378 Retail Price \$27.35**



## Up and Running in 30 Days: A Proven Plan for Financial Success in Real Estate, 4th Edition

by Carla Cross, CRB, MA

This popular business start-up guide provides new and seasoned agents with an effective system to plan, prioritize, and increase their productivity in four weeks. Current trends are covered, along with other plans of action, including relationship and marketing techniques, selling skills, calling scripts, and the principles behind a high-producing business.

**CONTENTS:** Special Message to Managers • Introduction • The Churning, Shifting Real Estate Industry and What It Means to You • The Six Principles of a High-Producing Business • Four Weeks to Becoming a Successful Agent • Week One Start-Up Plan • Week Two Start-Up Plan • Week Three Start-Up Plan • Week Four Start-Up Plan • The Skills of Lead Generation • Must-Haves in Your Sales Arsenal: Qualifying Procedures, Marketing Plans, and Your Personal Promotional Tool • Seven Critical Sales Skills for Success • The Completed *Up and Running* Start-Up Plan • Blank Forms for Your *Up and Running* Plan • Sample Scripts, Letters, and Processes • References • Index

## 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

## NEW EDITION

### 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

