

# Real Estate Brokerage & Agency Principles

## Professional Certificate

### Programme information and content

This Professional Certificate has been designed to provide the knowledge required to become an efficient Real Estate Agent, executing the highest standard of Global Brokerage Practice. All programme development and delivery-protocols are in accordance with United Kingdom Professional Standards Framework (UKPSF).

During the course of your studies, you will be expected to develop your academic and personal transferable skills, including analysis and critical thinking, problem solving, numeracy, information handling, written and oral communication. You will be encouraged to enhance these skills through a variety of opportunities available outside your curriculum.

### Module Information

This Professional Certificate is made of up 10 modules delivered across 6 weeks. Each module comprises of an average of 120 minutes further segmented into specific learning outcomes conveyed through interactive and lectured intervals.

Participation is both mandatory and essential to participants benefiting from the contents of each module.

Participants are advised to review content of previous sessions as proceeding session build on communicated content.

### Module Specification

Each 120 minute module is equivalent to two hours of Continued Professional Development (CPD) and classified as compulsory for participants.

Module 1: Module Objective	<b>What is Real Estate?</b> Understand what is Real Estate and Key Players in the Industry
Module 2: Module Objective	<b>Realtor Ethics and Professional Practice</b> Understand the key aspects of Ethical behavior, Professional Development and Safety Practices
Module 3: Module Objective	<b>Knowing your Market</b> Understand the factors that influence the Built Environment

Module 4: Module Objective	<b>Knowing your Property</b> Understand how to carry out efficient property inspection, record data and produce need-based advice
Module 5: Module Objective	<b>The Mortgage Process &amp; Sale Closing</b> Understand who needs home financing, why required closing documents are necessary
Module 6: Module Objective	<b>Listing Leads</b> Understand the techniques of Listing Property and Agreeing on Listing Terms
Module 7: Module Objective	<b>Property Appraising and Estimation</b> Know the Bases of Value and understand the Comparative, Income and Cost Approaches of Valuation
Module 8: Module Objective	<b>Sales Techniques &amp; Negotiation</b> Understand the Types and Techniques of Sales and how to apply Negotiation Strategies
Module 9: Module Objective	<b>Sustainability &amp; The Built Environment</b> Understand the relationship between the Environment and the Built Environment
Module 10: Module Objective	<b>Practicing Real Estate</b> Understand how to formally practice Real Estate Brokerage and promote trust in the Industry

## Assessment and Completion Achievements

The programme will be assessed through a single Final Examination.

Participants require a minimum of 80% attendance to take Final Examination.

Final Examination comprises 50 multiple choice questions.

Participants successfully acquiring a minimum passing grade of 70% on the Final Examination will be awarded a Certificate of Completion with module specification.