

Your Current Online Courses

**Principles of Florida Real Estate - FREC Course I**

Status: **Not Started** Last Accessed: *Not Started*

Our Florida 63 Hour Sales Associate Pre-License Course is the required education to obtain your Florida Real Estate Sales Associate License. You'll learn about the Florida real estate principles and practices, as well as sales associate responsibilities, and agent liabilities and standards of conduct.

Access Course

Your Current Tutor

**Florida Sales Associate State Exam Tutor**



Our online testing and tutoring system is designed for rapid learning of the information required to pass the Florida Sales Associate State Exam. This course...

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**Principles of Florida Real Estate - FREC Course I**

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Unit 1: Administrative Matters and Course Overview: The Real Estate Business

- Review** Introduction to the Real Estate Business
- Review** Real Estate is a Business of Many Specializations
- Review** Real Estate Brokerage
- Read** Property Types
- Property Management
- Community Association Management
- Raising

**STUDY TIP:** You can search for "**Keywords**" during your course of study. Just enter a word or short phrase into the box above and only the pages with that word or phrase will be shown to you. You must have already read the page in order to view it.

Click the arrow next to the Unit name and it will reveal the pages within the Unit. Click the "**Read**" button to begin. You must progress through the course by reading each page in order.

**STUDY TIP:** If you have already completed a page, you can always click "**Review**" and read the material again.

## Principles of Florida Real Estate - FREC Course I

Save Session

### Administrative Matters and Course Overview: The Real Estate Business

#### Real Estate Brokerage



#### Student Notes:

The five major sales specialty areas are:

- Residential
- Commercial
- Industrial
- Agricultural
- Businesses

### Sales and Leasing

**Real estate brokerage** is a business in which real estate license-related services, including rental and sale of property, are provided under the authority of a real estate broker. The **real estate broker** acts as an intermediary between two or more people in the negotiation of the sale, purchase or rental of real estate. A sales associate works for the broker, providing services to prospective buyers, sellers, landlords or tenants.

Through training and experience, brokers and their sales associates offer expert information that the average layperson does not possess. While consumers today have almost unlimited access to property and market information, no one is more informed on the nuances and subtleties of the local market than the real estate professionals who operate there. So it is most efficient for buyers, sellers, landlords and prospective tenants to work with a real estate professional.

**Real estate brokers** and sales associates often specialize in a particular geographic area or property type. This prospecting method is called **farming**. Farming is working or prospecting an area of interest for sellers as well as buyers. The area chosen for farming can be geographic or nongeographic, such as a special interest area. Farming is less a matter of getting listings and sales than it is a matter of developing sources for listings and sales. Your farm should be chosen based on your personal goals, interests, and your specific market area. The goal is to build a reputation so when residents in the farm decide to buy or sell they will call on YOU. It is most important to use imagination and commitment to build a wide sphere of influence in your farm area through regular prospecting.

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Click "**Save Session**" at any time to save your progress. This is where you'll start when you log back in. This will also take you back to your course home page.

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On the left side of the page, you will find "**Student Notes**" and additional student resources like videos and downloadable images or documents. On the right side of the page is where the course content is located.

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## Florida Sales Associate State Exam Tutor

Purchased - 02-12-20

Our online testing and tutoring system is designed for rapid learning of the information required to pass the Florida Sales Associate State Exam. This course...

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### Session History

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Remaining

**INCLUDED STATE EXAM TUTOR:** Included in your course enrollment is our famous study aid, the **STATE EXAM TUTOR**. This product includes over 600 practice questions to help prepare you for success on the State Exam. You can start a new session or continue from where you left off.

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