

RE 380 Computer Applications In Real Estate Spring 2012 Course Outline (Syllabus)

Instructor: Patrick J. Hogarty

Office: B 212

Office Hours: Online Office Hour Mon 1:00 - 2:00 p.m.

On Campus Office Hours

Tue 4:30 – 6:00 p.m., Thurs 4:30 – 6:00 p.m.

Wed 4:30 – 5:30 p.m.

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Special Note: Email is the best method for contacting me. Normally, I check my email several times a day and often on weekends.

Required Text: None Reading Materials on Course Desire2Learn Web Site

Class Tuesdays: 6:00 – 9:05 p.m. January 17 – May 15, 2012 on the Sacramento City

Schedule: College Main Campus Second Floor Business Building Room B 205

Units: 3 Credit units

Prerequisite: CISC 300 (*Computer Familiarization*) and RE 300 (*California Real Estate Principles*) with grades of "C" or better

Acceptable for credit: CSU

Course Description This course introduces students to software applications used in the real estate industry for real estate practice, finance, appraisal, property management, and residential sales. This course applies toward the educational requirements for either a salesperson or broker's license.

Learning Outcomes and Objectives:

Upon completion of this course, the student will be able to:

- demonstrate an understanding of how computer applications and technology enhance one's ability to engage in real estate practices.
- identify and describe software programs used in the real estate industry.
- utilize software and produce documents from the computer in the areas of real estate finance, real estate appraisal, property management, and residential sales.
- use computer applications to develop real estate flyers.
- utilize the Internet as a research and marketing tool.
- set up and manage e-mail communications.
- set up an Internet Chat session and use this as a tool for communicating.
- demonstrate an understanding of how to create a web page.

Learning Outcomes and Objectives (continued):

- demonstrate an understanding of the California Department of Real Estate Internet advertising regulations.
- demonstrate an understanding of how to access the California Department of Real Estate Website and download forms.
- demonstrate an understanding of the different types of Internet connections.
- demonstrate an understanding of how to create a Power Point presentation.
- demonstrate an understanding of how to set up a contact management system.
- demonstrate an understanding of how to set up and utilize a time management system.
- demonstrate an understanding of the basic specifications of a computer and how to choose the right type of computer to meet the student's personal and business needs.

Course Requirements/Assignments: Attendance is essential to your success in this course. Class sessions are devoted to instruction of new material and review of previous topics. You are responsible for material covered in lectures, assignments, handouts, classroom activities and any changes in assignments. You are expected to take notes in class. Homework assignments are listed in the attached class outline.

Mandatory Course Orientation Quiz: All students are required to complete an online orientation quiz, which is worth 50 points toward each student's final grade. This quiz is located on the course Desire2Learn web site and covers all of the material contained in the course outline and instructional materials on the course Desire2Learn web site. To prepare for this quiz students should perform the following steps:

1. Visit the web site shown below, which contains all of the steps necessary to complete the all of the requirements as shown under the Online Course Orientation Requirements:

http://www.re-professor.com/?page_id=15

2. Watch the following two video tutorials located on the Course Orientation web site:

How To Log Into Desire2Learn

How To Change Your Email Address in Desire2Learn

3. After watching the two video tutorials show above, if necessary, scroll to the top of the web site and select the Video Tutorials web page link. Spend about 20 minutes and familiarize yourself with the tutorials shown below:

ZipForms

Microsoft Publisher

Microsoft PowerPoint

4. Login to the Desire2Learn course web site navigate thru the course web site and familiarize yourself with all of the instructional materials.

5. Finally, in Desire2Learn click on the Quizzes Link and take the orientation quiz. The quiz covers all materials covered in steps 1 – 4 shown above.

Starting and Running a Business Video: An important part of a college student's education is to learn how an Individual can start, run and build a business. The Sacramento City College Business Advisory Committee created a video, which discusses tips, techniques, and ideas on how to Start and Run a Business. All students in this course are required to watch this video and complete a quiz, which covers the material in the video. The video link is available to all students over the Internet. A link to the video is contained in the course Desire2Learn web site under the Content area. The title of the link is **Starting and Running a Business Video**.

Online Quizzes: This course includes quizzes, which covers the materials covered in course lectures and Online Video Screencast Tutorials. Students will be required to take an online quiz that covers material covered in class lectures, Online Computer Based Training Videos, and lab exercises. See attached copy of the "Detail Course Schedule" for a list of the week when each online quiz must be complete.

Class Methodology: Both lecture and class discussion will be used. Student questions and comments are encouraged. Discussion will consider theory, but when feasible practical ramifications will be emphasized. Depending on time and availability limitations, there may be an occasional guest speaker from the local real estate community. Questions may be posed to students to facilitate discussion. Students are expected to be present, prepared and willing to participate in class discussions. Lectures will normally follow the course text assignments, but will occasionally include supplemental information when deemed relevant.

Social Media Use in Real Estate: Today, like all other professions, real estate professionals are trying to understand how to use social media like Facebook, Twitter, blogging, video, LinkedIn, etc., in their real estate practice. In this course, we will explore the use of this technology and have students create and use Facebook, Twitter and LinkedIn accounts. These student accounts will be used to share information about the Class Project they will be working on during the course.

Class Project: An important part of the real estate profession for both agents and brokers is to learn how to use computer applications in the real estate profession. Attached, to this course outline is a list of the project course requirements including the **Course Point Value** for each element of the project.

Grading: This course will be graded based on the following elements. First attendance will be taken at each class meeting. Second, many of the class meetings will have activities that will be graded during or at the end of the class. Finally, there will be a class project.

Academic Dishonesty (cheating): Any indication of academic dishonesty (cheating) will result in a zero for the quiz, exam, assignment, etc. The matter will be referred to the Business Division Dean and Campus Discipline Officer for appropriate action.

Class Attendance and Participation Policy: Students are expected to attend all sessions of the class. Students who fail to attend the first class session of the course may be dropped from the class and their slot will be given to students on waiting lists. Attendance will be taken every week. Students, who miss two classes without the instructor's permission, may be dropped from the class.

Accommodations For Students With Disabilities: If you have a learning disability or a physical disability that requires accommodation, please let me know as soon as possible. All needs that have been verified through the Disability Resource Center will be accommodated.

Class Drop Policy: In the event a student decides to drop the class, it is the student's responsibility to notify and complete all the necessary documentation with the admissions and records office.

Desire2Learn: In this course, we will be using a course management tool called Desire2Learn. To connect to the Desire2Learn web site you will need to use a web browser like Microsoft Internet Explorer, Firefox, etc. The Uniform Resource Locator (URL) for the web site is shown below:

<http://www.scc.losrios.edu/> Using the Quick Link Drop Down Box Select the **Desire2Learn (D2L)**. After a few seconds, you should see a logon screen for the Desire2Learn Course Management System with a logon screen for your username and password.

Desire2Learn Logon Instructions: You will be asked for a **username** and **password**. Your username will consist of your student number and your password will be the same password you used in the eServices system to register for your classes.

The Desire2Learn web site will be where you will take online quizzes, obtain copies of lab assignments, a copy of the course outline, etc.

Desire2Learn Email Account: We will be using email to communicate during the course. The email address that Desire2Learn uses is the same email address that students have in the **eServices** system. **Special Note:** The Online Course Orientation has a demonstration video showing students how to both check and update their email address. This is the second demonstration and is titled "How To Change Your Email Address in Desire2Learn".

Desire2Learn Class Discussion Board: This class will have a Discussion Board called **Students Helping Students**. The Purpose of this discussion board is to provide a space for students to post questions and for other students to help them find answers and share knowledge and experience. Each student in this class will be required to log onto the Discussion Board and introduce themselves.

Computer Hardware Requirements: To complete this course, students will need the ability to watch and listen to the Video Screencast Tutorials and Demonstrations. This means that the computer students use at home or work must have speakers or the ability to use a headset. If students are going to watch the Video Screencast Tutorials and Demonstrations in the computer laboratory on campus then they should bring their own headset. This headset can be the type that covers the ear or ear buds like those used for portable media devices like the iPod. Additionally, the headset cable should be long enough so that it can be plugged into the computer while watching the Video Screencast Tutorials and Demonstrations.

Since all computer lab laboratory exercises may be completed remotely and the Video Screencast Tutorials and Demonstrations are hosted on the Internet, students will be able to use a computer with the Microsoft Windows®, Apple, Linux, or UNIX operating system installed. All computers must have a current copy of the Adobe Flash Player. Students can download a free copy of the program from the Adobe Web Site:

http://www.adobe.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash

Online Computer Based Training Video: This course uses video tutorials and demonstrations created by the instructor to deliver course lectures. These videos show the student how the instructor performed required course lab exercises. The videos are available online 24 hours a day 7 days a week. To watch the videos, students will need to have the latest version of the Adobe Flash player installed on their Microsoft Windows®, Apple, Linux or UNIX computer and a high speed DSL or Cable Modem. Additionally, student's computer screen resolution should be at least 1024 pixels wide and 768 pixels high. The video tutorials and demonstrations are located at the <http://www.re-professor.com> web site. Once at the web site, students should select the Video Tutorials menu link.

Special Note: Students will be responsible for all materials covered on the tutorials and demonstrations.

Student Class Project Property Information Submittal Form

Purpose of Submittal Form: The purpose of this form is for students to submit the project property they will be using for the course. Before the end of the second week of class, students must have selected a project property for their class project and submitted the required information to the class instructor using the online submission form.

This property should be a single-family residential home, which is located in Sacramento, Yolo, Placer, or El Dorado counties.

The property must be a single family detached home, condominium or townhouse.

The property you select can be your own home, parent's home, etc.

You must have access to the property so that you can take photographs of both the interior and exterior of the home.

You should be familiar enough with the property so that when you check public records and other information you will know if the public information is accurate.

You should be able to briefly describe the property in one to two paragraphs by describing the characteristics, quality, and amenities of the property. Shown below is an example:

This home is located in Cameron Park California and has 3 Bedrooms, 2 Baths, Living Room, Dining Room, large Kitchen, a 2 car Garage and Large Redwood Deck in the Backyard. The lot Size of the Property is About 1/3 of an Acre.

The final grade in this class will be based on the following

	Student Class Project Property Information Submittal Form		30
	Social Network Create Accounts		
	Create Facebook account	20	
	Create Twitter account	20	
	Create LinkedIn Account	20	
	Total Social Network Create Accounts		60
	Post to Social Network Accounts		
	Posting 1 Facebook, Twitter and LinkedIn	35	
	Posting 2 Facebook, Twitter and LinkedIn	35	
	Posting 3 Facebook, Twitter and LinkedIn	35	
	Posting 4 Facebook, Twitter and LinkedIn	35	
	Total Postings Facebook, Twitter and LinkedIn		140
	Quizzes		
	Course Orientation Quiz	50	
	Starting and Running a Business Video	30	
	Social Media	30	
	ZipForm6	30	
	Net Sheet	30	
	Microsoft Publisher	30	
	Microsoft PowerPoint	30	
	Total Quizzes		230
	Desire2Learn Discussion Board Introduction Posting	30	
	Class Attendance	100	
	PowerPoint Presentation	100	
	Class Project	200	
	Final Examination	100	
	Subtotal Other Course Requirements		530
	Total Points For Course		<u>990</u>

Final Grade Score Ranges

A = 891 – 990	B= 792 – 890	C = 693 – 791	D = 594 - 692	F = Below 593

Detail Course Schedule

Date	Topic	Points
Jan 17 - 21	Course Overview Including, Desire2Learn Student email update, and overview of web sites used in the course. Also, a discussion about technology including how people in the real estate industry are using technology in daily business activities.	
	Complete Online Orientation Quiz	50
	Introduce yourself in the Desire2Learn Discussion Board	30
Jan 23 - 28	Contact management Software. Setting up Facebook, Twitter, and LinkedIn accounts. Podcasting, iTunes, and how it is used in the real estate industry today. Demonstrations of real estate agent web sites.	
	Create Facebook, Twitter and LinkedIn accounts	60
	Student Class Project Property Information Submittal Form	30
Jan 30 – Feb 4	Overview Title Property Profile, zillow.com, MetroList, Sacramento Bee Homes, and how to take and prepare photographs for print publications and web sites. Student computer lab account overview and assignment	
	Complete Social Media Quiz	30
Feb 6 - 11	Students share information about the property they are using for the class project by posting the information to the class LinkedIn Group. Also, students will Twitter that this information is available to their Twitter followers. There will be a class discussion about student projects and their experience using LinkedIn and Twitter.	
	This week complete the following tasks: <ul style="list-style-type: none"> • Post Placer Title Property Profile to LinkedIn Discussion Group titled “RE 380 Students Class Project”. • Twitter that you have completed the posting to the discussion group. • Write on your Facebook Wall by posting a picture/pictures of your Class Project Property. 	35
Feb 13 - 18	Placer Title Company Net Sheets	
	This week complete the following tasks: <ul style="list-style-type: none"> • Post Placer Title Company Net Sheets to LinkedIn Discussion Group titled “RE 380 Net Sheets for Class Project”. • Twitter that you have completed the posting to the discussion group. 	35

Date	Topic	Points
Feb 20 - 25	Overview of ZipForm6 software including guided lab exercises.	
	Complete ZipForm6 Online quiz	30
Feb 27 – Mar 3	Continued overview of ZipForm6 software including guided lab exercises.	
	Complete ZipForm6 Net Sheet Online quiz	30
Mar 5 - 10	Introduction to Microsoft Publisher 2007 including guided lab activities in creating Business Cards, Flyers, and Brochures.	
	<p>This week complete the following tasks:</p> <ul style="list-style-type: none"> • Post all of Your Completed ZipForms Forms as one Adobe Acrobat pdf Document to LinkedIn Discussion Group titled “RE 380 ZipForms for Class Project”. • Twitter that you have completed the posting to the discussion group. 	35
Mar 12 - 17	Continued introduction to Microsoft Publisher 2007 including guided lab activities in creating your web site. This will include the completion of the web site and the requirements for transferring the web site files to the web server at Sacramento City College. Also included will be a discussion on how to maintain the web site for the future by adding new content.	
	Complete Microsoft Publisher Online quiz	30
Mar 19 - 24	Introduction to Microsoft PowerPoint including the use of templates, graphics, and best practices for preparing a business presentation. This will include guided lab activities in creating your presentation.	
Mar 26 - 31	Students complete work on class project during class lab. Begin Student five minute presentations.	
	Complete Microsoft PowerPoint Online quiz	30
	<p>Students who will be presenting their class project this week will accomplish the following before giving the presentation:</p> <ul style="list-style-type: none"> • Write on their Facebook wall that they will be giving their presentation that night • Twitter to all students in the class about their upcoming presentation • Post to LinkedIn Computer Applications in Real Estate Group about class presentation. 	
	Watch Starting and Running a Business Video	30

Date	Topic	Points
Apr 2 - 7	Spring Break No Class College Closed	
Apr 9 - 14	Students complete work on class project during class lab. Student five minute presentations.	
	<p>Students who will be presenting their class project this week will accomplish the following before giving the presentation:</p> <ul style="list-style-type: none"> • Write on their Facebook wall that they will be giving their presentation that night • Twitter to all students in the class about their upcoming presentation • Post to LinkedIn Computer Applications in Real Estate Group about class presentation. 	
Apr 16 - 21	Students complete work on class project during class lab. Student five minute presentations.	
	<p>Students who will be presenting their class project this week will accomplish the following before giving the presentation:</p> <ul style="list-style-type: none"> • Write on their Facebook wall that they will be giving their presentation that night • Twitter to all students in the class about their upcoming presentation • Post to LinkedIn Computer Applications in Real Estate Group about class presentation. 	
Apr 23 - 28	Students complete work on class project during class lab. Student five minute presentations.	
	<p>Students who will be presenting their class project this week will accomplish the following before giving the presentation:</p> <ul style="list-style-type: none"> • Write on their Facebook wall that they will be giving their presentation that night • Twitter to all students in the class about their upcoming presentation • Post to LinkedIn Computer Applications in Real Estate Group about class presentation. 	
Apr 30 – May 5	Student five minute presentations. Completed	
	<p>Students who will be presenting their class project this week will accomplish the following before giving the presentation:</p> <ul style="list-style-type: none"> • Write on their Facebook wall that they will be giving their presentation that night • Twitter to all students in the class about their upcoming presentation <p>Post to LinkedIn Computer Applications in Real Estate Group about class presentation.</p>	

Date	Topic	Points
May 7 - 12	Introduction on the hardware and software requirements for use in a real estate practice. This will include web hosting, web development software, telephones and shopping for these items using the internet. Review for Final Examination	
May 15	Final Exam 5:45 – 7:45 p.m.	100

Social Media in Real Estate

Today, like all other professions, real estate professionals are trying to understand how to use social media like Facebook, Twitter, LinkedIn, blogging, video, etc., in their real estate practice. In this course, we will explore the use of this technology and have students create and use Facebook, and LinkedIn accounts. These student accounts will be used to share information about the Class Project they will be working on during the course.

Setting-up Your Social Media

Task To Be Completed	Project Points
<p>Facebook: Using your web browser accomplish the following tasks:</p> <ul style="list-style-type: none">Using your web browser locate the following Facebook help page: http://www.facebook.com/help/?page=904Create a Facebook fan page for your class project.Write on your wall by introducing yourself and why you are interested in a real estate career.Locate Hogarty in Facebook and invite me to be one of your friends.	40
<p>Twitter: Using your web browser accomplish the following tasks: locate the following Twitter page:</p> <ul style="list-style-type: none">http://twitter.com/ and Sign Up for a twitter account.Next, locate me by looking for Hogarty or reprofessorFollow me on TwitterLocate the posting I made in class and reply to it by introducing yourself	40
<p>LinkedIn: Using your web browser accomplish the following tasks: locate the following LinkedIn page:</p> <ul style="list-style-type: none">http://www.linkedin.com and Join LinkedIn.Next, locate the "Computer Applications in Real Estate Group" and join the group.Start a discussion where you introduce yourself and explain why you are taking the class.	40

Real Estate 380 Class Project

An important part of the real estate profession for both agents and brokers is to learn how to use computer applications in the real estate profession. Each student will be required to develop a course project that will include all of the tasks required to list and sell a client's home. This project will be developed around a normal residential real estate transaction and will cover the computer applications used to manage this transaction. Normally, real estate transactions begin where an agent meets either a buyer who is interested in purchasing a home or seller who wants to sell their existing home. This case study will begin where a home owner contacts you and wants to discuss their desire to sell their existing home. Following is an outline of the steps you will go thru to help clients buy and sell their home:

Preparing For The Initial Client Meeting and Listing Appointment

Task To Be Completed	Project Points
1. Logon to Title web site and obtain a Property Profile Report for the client's property.	10
2. Logon to MetroList to help determine how much properties in the client's neighborhood have been selling for. Also, logon to Sacramento Bee web site's real estate section to find out information about the clients neighborhood and prices of homes that have sold. Also, use http://www.zillow.com/ to help determine the sales price.	20
3. Establish an account in ZipForm6 by preparing a cover sheet.	20
4. Using ZipForm6 prepare a net sheet for the client using a home price that is 5 % above the comparable homes that are for sale. Use the loan amounts shown in the online Financial Title Property Profile Report to determine client's equity.	20
5. Using ZipForm6 select all of the forms needed to list the client's home for sale. Complete all of the listing forms for required for the client with a sales price that is 5 % above the comparable homes that are for sale.	20

Preparing For Client's Open House

Task To Be Completed	Project Points
1. Using Microsoft Publisher create your Business Cards which includes your picture, company name, address, phone, email address and web site.	10
2. Using Microsoft Publisher and Real Estate Templates create your flyers for the open house.	20
3. Using Microsoft Publisher create your web site that has the following web pages: <ul style="list-style-type: none">• Main page (index page) that has a picture of you with a short biography about yourself and how you look forward to meeting with your web site visitors to help them buy or sell their home.• Your listings page that shows your clients home for sale with both external and internal photographs of the home.• A search page using Realtor.com links of property for sale in the county or counties where you sell homes.• A web page with other helpful web sites e.g. mortgage calculators, title insurance, http://www.zillow.com/, financing, FHA, VA, CalVet, etc.	60

Preparing The Buyer's Offer	
Task To Be Completed	Project Points
<p>1. Assume that your open house was very successful and that you met a buyer who wants you to represent them in the purchase of the home. Using ZipForm6 prepare a net sheet and purchase offer for your client using a home price that is 5 % below the seller's asking price. Also, include the following items in the purchase offer:</p> <ul style="list-style-type: none"> • All drapes and blinds are to remain in the home. • The sellers must buy a Home Warranty Policy that covers the home for the first year. • A Terminate inspection paid for by the buyer with all repairs paid for by the seller. • A home inspection paid for by the buyer with seller paying all repair costs. • Seller and buyer to split escrow and title fees. • Buyer will obtain new loan for 80 % of purchase price. • Seller to pay no more than 2 points toward new loan and buyer will pay the remaining amount. • Buyer to rent home from seller beginning 2 weeks after acceptance of the offer. 	20

Preparing The Microsoft PowerPoint Project Presentation

Task To Be Completed	Project Points
<p>1. Assume that you have been asked to speak to a group of First Time Buyers about the services you provide to your clients who are interested in buying a new home. Prepare a Microsoft PowerPoint presentation that includes the following items:</p> <ul style="list-style-type: none">• A slide that has your picture with no more than 5 bullet items about your background and experience.• A slide that shows pictures both internal and external pictures of a home you have sold.• A slide or two about the steps involved in purchasing a home. You can use FHA, Zillow.com, Wells Fargo, Bank of America, etc. as a resource for this slide.• A slide with your contact information e.g. name, phone number, email address and web site.	100