

68. Marketing, Sales, and Service Cluster - Real Estate Careers

Purpose/Abstract: To introduce students to customer service careers.			
NCCCS Adult Education Standards: R.4.2.1, S.1.2.6 , M.3.2.4			
Learning Objective: <i>By the end of the session, students will be able to:</i> <ul style="list-style-type: none"> ● Explain the importance of customer service in businesses and organizations. ● Describe how each soft skill contributes to providing exceptional customer service experiences. ● using real-life examples of situations where each soft skill is crucial in customer interactions. ● Demonstrate effective use of soft skills, including communication, problem-solving, teamwork, and professionalism, within the context of role play scenarios. 			
Soft Skills	communication, enthusiasm & attitude	Resources	Real Estate Agents and Brokers Career Video Notice and Wonder Protocol Marion, NC Real Estate - Marion Homes for Sale realtor.com® Handouts: Role of Real Estate Professionals - one for each student.
Additional Materials <ul style="list-style-type: none"> ● Role of Real Estate Professionals handout, one for each student ● Art supplies (glue, glitter, markers, paint, etc.) ● Pencils, paper, and scissors ● Computers for student use 			
Icons	 Activity	 Check-In	 Review

PREPARATION

- Watch [Real Estate Agents and Brokers Career Video](#) and prepare to introduce the role. .
- Familiarize yourself with [Notice and Wonder Protocol](#)
- Review [Marion, NC Real Estate - Marion Homes for Sale | realtor.com®](#) and be prepared to answer questions during the group activity.
- Review the [Instructional Support Guide](#) and print/prepare referenced scaffolds.
- Print handouts.
- Familiarize yourself with [O*NET](#)
- Familiarize yourself with [Skills to Pay the Bills](#), though it won't be used directly in this lesson.



INTRODUCTION (30 min)

Welcome students to the class!

Have students introduce themselves by stating their favorite spot in the city and share something related to their living environment.

Show the video [Real Estate Agents and Brokers Career Video](#) to introduce the role of real estate professionals. Discuss the video and ask students what they learned.

Introduce the objectives of the lesson.

VOCABULARY, READING & WRITING (45 min)

Write the given vocabulary list related to real estate terms on the board:

- Property
- Mortgage
- Listing
- Negotiation
- Appraisal

Ask students to look up the definitions using a dictionary and create simple sentences using the words. Students can work independently or in pairs.

Distribute the Role of Real Estate Professionals handout. Have students read the passage out loud to a partner and discuss the key points in the passage. Ask students to reflect on the following questions and share their thoughts with their partners.

- *How do enthusiasm and effective communication help real estate professionals?*
- *What soft skill, as specified in the passage, helps make the buying process enjoyable?*
- *How do real estate professionals benefit from teamwork?*
- *Do you or your family have experiences interacting with real estate agents? What do you remember about these interactions?*

REFLECTION (15 minutes)

✓ Have a few pairs summarize their discussions and responses to share with the class. Provide a few additional examples where teamwork, communication and enthusiasm and attitude will help one excel in real estate careers.

Lower Level

Support students individually with sentence formation. Consider providing simpler definitions for the words.

Higher Level

Encourage students to come up with real-life scenarios where real estate agents will benefit from effective communication and share them with the class during reflection.

MATHEMATICS (45 min)

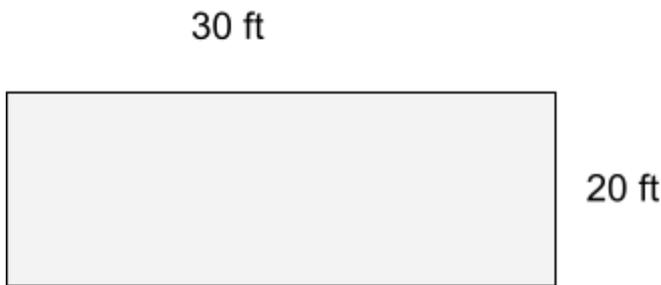
Tell students that they'll explore how math skills are applied in the world of real estate. Explain that real estate professionals rely on mathematics to make informed decisions about properties. Mention that today's activity will involve solving three real estate-related math problems. Emphasize that these problems will align with concepts such as area, measurement, and property calculations, all of which play a crucial role in the real estate industry. Additionally, inform students that sample diagrams will be provided to assist in visualizing and understanding these problems.

Encourage them to actively participate in this activity to gain a better understanding of how math is used in real estate and its real-world applications.

Review the formulae for calculating the area of squares and rectangles. Write the formulae on the board.

Please project these problems for students to work through. They can choose to work independently or in pairs.

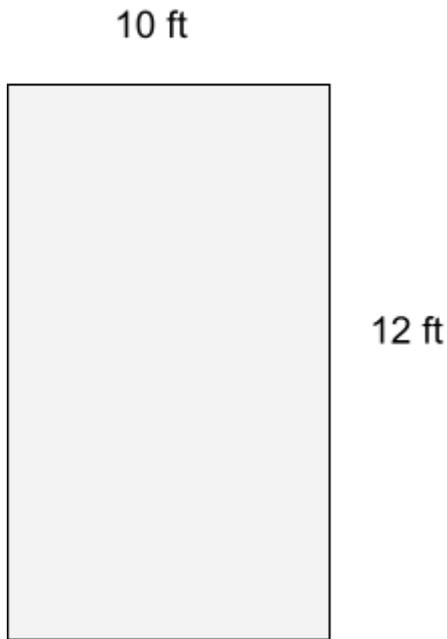
1. Calculate the total area of a rectangular property that has a length of 30 feet and a width of 20 feet. Show your work and provide the answer in square feet.



2. A property has a square backyard with a side length of 15 meters. Calculate the total cost of fencing the backyard if the cost is \$10 per meter of fencing. Show your work and provide the answer.



3. A house has a living room that is 12 feet long and 10 feet wide. Calculate the area of the living room. If each square foot of flooring costs \$5, calculate the total cost of flooring the living room. Show your work.



 REFLECTION (10 minutes)



Instructor Note: This practice aligns with the math standard for the lesson. Consider solving a problem similar to either 2 or 3 to help students understand the steps before projecting the problems for them to solve.

Lower Level

Pair students at the same level together and work independently with them to break down the steps.

Higher Level

Challenge students to set similar problems for each other.

GROUP WORK (75 min)

Divide students into groups of 4. Explain that they will work on an activity to understand how real estate listings are structured.

Share [Marion, NC Real Estate - Marion Homes for Sale | realtor.com®](https://www.realtor.com/realestateandhomes-search/Marion-NC) and tell them to select one listing that interests them.

Explain the "notice and wonder" protocol: Instruct students to first notice specific details in the listings (e.g., price, location, features) and then share what they wonder about each property.

Encourage discussions within groups. Emphasize effective communication, active listening, and collaboration.

Each group should identify at least three noticeable details and three points of wonder for each property. After analyzing the listings, each group presents their findings to the class. They should share the details they noticed and the questions they wondered about each property.

During group discussions, circulate among the groups to assess their ability to identify key information from the real estate listings.

REFLECTION (15 minutes)

Provide time for each group to present their findings on the listing they chose. During the presentations, ask probing questions to gauge their comprehension of the listings.

INDEPENDENT WORK TIME (30 min)

Inform students that they will work with a partner in this section to practice role plays related to real estate. Pair students up and instruct them to choose one scenario to act on. Emphasize the soft skills of effective communication, enthusiasm, and a positive attitude during the role-play.

Scenarios:

1. Real Estate Agent Showing a Property

You are a real estate agent showing a house to a potential buyer. Your task is to present the property's features, answer questions, and showcase the benefits of the house. Practice effective communication and enthusiasm to create a positive impression on the buyer.

2. Buyer Negotiating with a Real Estate Agent

You are a buyer interested in a property and are negotiating with a real estate agent. Your goal is to discuss the terms of the deal, ask questions, and ensure the best possible offer. Practice effective communication and a positive attitude to convey your preferences and reach a mutual agreement.

Students should take turns role-playing the scenario, practicing effective communication, enthusiasm, and a positive attitude. After both students have had a chance to role-play, they should discuss their experience with each other and provide constructive feedback.

Observe the role-play sessions to assess how well students incorporate the soft skills of effective communication, enthusiasm, and a positive attitude.

WRAP-UP & REFLECTION (15 min)

Summarize the key points covered in the lesson. Ask students to share one thing they learned about real estate today.

Distribute exit slips to students.

Ask for a few volunteers to share their reflections.

Collect and review the answers.

Role of Real Estate Professionals

Real estate professionals help people find and buy homes. They have important abilities like strong communication and problem-solving skills. They talk to clients, show them houses, and explain the buying process.

Real estate agents need to know about houses, neighborhoods, and pricing. They study property listings and understand what makes a good deal. They use their knowledge to help clients make the right choices. Effective communication and enthusiasm create trust with clients, and a positive attitude makes the buying process enjoyable.

In addition to knowing about homes, real estate professionals need to be good at working with people. They use teamwork to coordinate with other agents and negotiate deals. Their positive attitude and enthusiasm create trust with clients.

Real estate is about more than just selling homes. It's about helping people find a place where they can build their lives and make memories.

Reflection Exit Slip

In one sentence, describe what you learned in this lesson.

Today, I learned _____.

Is one of the careers discussed today of interest to you? Why or why not?

I liked / did not like _____ career because _____

Is there anything you still need help understanding?

What's one question you have?

Circle the emoji that shows how you feel about your mastery of content in this lesson.



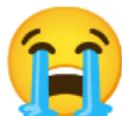
Happy



Smart



Confused



Sad



Angry