

Course Outline for:

***Florida Real Estate Brokerage: A Management Guide
30-Hour Broker Post-Licensing Course***

(30 hours – 50-minute hours)

- ◆ The Challenge of Change
- ◆ Leadership
- ◆ Management Skills
- ◆ Communications and Decision Making
- ◆ Analyzing the Business Environment
- ◆ Analyzing the Market
- ◆ Developing a Plan
- ◆ Structuring the Organization
- ◆ Structuring Business Systems
- ◆ Structuring the Finances
- ◆ Business Policies and Procedures
- ◆ Marketing and Advertising
- ◆ The Practical and Legal Realities of Staffing
- ◆ Recruiting, Selecting, and Hiring the Staff
- ◆ Professional Competency
- ◆ Coaching Performance
- ◆ Monitoring Operations
- ◆ Managing Risk
- ◆ Instructions for the Final Exam

30 hours – 50-minute hours