

Command Spanish® Program Data Sheet
for
Spanish for Real Estate Agents

Materials Description and Content: *Spanish for Real Estate Agents* is published by Command Spanish®, Inc. Consumer Division and consists of a 74 page perfect-bound manual with two accompanying audio CDs. It was authored in consultation with real estate agents and brokers and other housing professionals. In addition to a special section devoted to pronunciation, this book contains the following work-specific language sections: Greetings and Goodbyes; Etiquette and Social Niceties; Communication Strategies; Numbers; Receiving Customers and Prospects; Interview for Housing Needs and Preferences; Financial Issues; Follow-up Interview After Prequalification; Property Descriptions; Preparing for the Property Visits; At an Open House; Sales Talk; Visiting Properties; Making an Offer; Seller's Response; Executing the Purchase and Sale Agreement; Before the Closing; and During the Closing. *Spanish for Real Estate Agents* also contains the following appendices: Cultural Notes; Spanish Alphabet; Spanish Surname System; Money Issues; Announcing Dates and Times; Giving Directions; Glossary; and a Property Features Checklist.

Program Description: This program is designed to provide non-Spanish-speaking real estate agents and brokers, and others involved in selling property and/or housing with functional skills in Spanish. The program utilizes phonetic encoding to address the most important Spanish commands, questions, and phrases critical to working with potential buyers. **No prior knowledge of Spanish is necessary.**

Goal: To prepare non-Spanish-speaking real estate agents and brokers, and others involved in the sale of property or housing to use Spanish language skills by enhancing their ability to work professionally with their Spanish-speaking clients.

Objectives: Upon completion, participants will be able to use Spanish to do some or all of the following: welcome and receive potential property buyers; interview clients to determine their needs; discuss basic financial issues; conduct follow-up interviews; determine the buyer's price range; provide detailed property descriptions; prepare the buyer for property visits; set appointments; provide commentary about a property; and describe issues relative to closing a sale.

Methods of Instruction: Modeling, intensive drill, choral response, alpha-beta line, learning pairs and triads, Total Physical Response, role-playing, simulations, and situation cards.

Cross-Cultural Component: Optional 1 – 3 hours based on *Spanish-Speakers and You*.

Intended Audience: This program is intended for real estate agents and brokers, their assistants and front office staff, and any others involved in property or housing sales.

Length of Instruction: 12-30 hours.

Special Considerations: None

Table of Contents

Audio CD Track List iv
Acknowledgements, Advisors, and Consultants..... v
Spanish Pronunciation viii

Chapter 1: Greetings and Goodbyes..... 1
Chapter 2: Etiquette and Introductions..... 3
Chapter 3: Communication Strategies..... 5
Chapter 4: Numbers..... 7
Chapter 5: Receiving Customers and Prospects..... 11
Chapter 6: Interview for Housing Needs and Preferences..... 13
 Unit A: Customer’s Realty and Personal Information..... 13
 Unit B: Customer’s Financial Information..... 14
 Unit C: Customer’s Search Options..... 14
 Unit D: Customer’s Wish List..... 16
Chapter 7: Financial Issues..... 21
Chapter 8: Follow-up Interview After Prequalification..... 23
 Unit A: Fine-Tuning the Price Range Based on the Prequalification 23
 Unit B: Reviewing Possible Properties..... 23
 Unit C: Reviewing Buyer-Found Properties..... 24
Chapter 9: Property Descriptions 25
Chapter 10: Preparing for the Property Visits 36
Chapter 11: At an Open House 39
Chapter 12: Sales Talk..... 41
Chapter 13: Visiting Properties..... 43
Chapter 14: Making an Offer..... 45
Chapter 15: Seller’s Response..... 49
Chapter 16: Executing the Purchase and Sale Agreement..... 55
 Unit A: Before Negotiating the Purchase and Sale Agreement 55
 Unit B: Negotiating the Purchase and Sale Agreement..... 56
 Unit C: After the Purchase and Sale Agreement Has Been Signed 56
Chapter 17: Before the Closing..... 59
Chapter 18: During the Closing 61

Appendix A: Cultural Notes..... 63
Appendix B: Spanish Alphabet 64
Appendix C: Spanish Surname System 65
Appendix D: Money Issues..... 66
Appendix E: Announcing Dates and Times..... 67
Appendix F: Giving Directions 69
Appendix G: Glossary 71
Appendix H: Property Features Checklist 72

ACKNOWLEDGEMENTS

Command Spanish, Inc. is indebted to Mrs. Lauree Mills-Mooney for her perseverance and great skill in formatting and word processing the manual. Special thanks are given to Dr. Maryjane Dunn for proofing the manual and to Andrew Schiwetz and Melba Chauvin for engineering the audio accompaniment.

ADVISORS TO THE PROJECT OR SPECIAL THANKS

Command Spanish, Inc. would like to express its appreciation to the following professionals for their great contribution to the successful creation of this manual:

Jody Anderson, Texas Manufactured Housing Association

DeAnn Compton, Century 21 Exclusively

Darleen R. Dale, Coldwell Banker, Don Nance, Inc.

Dolores Fairley, REMAX Real Estate Partners

Jacquelyn Gibson, Coldwell Banker, Donovan Real Estate, Inc.

Judy Ishee-McCrary, Ishee Realty, Inc.

Sonja Shine, Carlson/GMAC Real Estate

Adam Watkins, The DeLois Smith All-Star Team, LLC

LANGUAGE CONSULTANTS

M. Edith González De León, B.A., University of Querétaro, **México**

Karen Murphy, B.A. and B. S., Westfield State College, Massachusetts, **United States**

Lucy Yaneth Solano Acosta, M.A., University of Southern Mississippi, and B.A., National University of Colombia, Bogotá, **Colombia**