

Chapter 12

1. A new brokerage firm hires an ad agency to develop the company's signature, which consists of
 - a. words, graphics, and colors that give it identity.
 - b. the salespeople who work for it.
 - c. the broker's reputation.
 - d. the advertising tools it uses.

2. What is a fictitious business name (FBN)?
 - a. Broker's personal legal name
 - b. Company and the franchise name
 - c. Name registered in the state for the business
 - d. Illegal name for the business

3. Of what purpose is the company's name?
 - a. Little value
 - b. No value, if the company belongs to a franchise
 - c. Valuable, if it is clever and memorable
 - d. Valuable, if it tells the consumer about the company's value or service

4. An integrated strategy for using advertising tools is known as
 - a. a business plan.
 - b. a marketing plan.
 - c. a financial plan.
 - d. a public relations plan.

5. Which medium is drawing the attention of more buyers than ever before?
 - a. Television ads
 - b. Newspaper pull-out sections
 - c. Websites
 - d. Neighborhood newsletters

6. What is the goal of a "purpose, population, and price" advertising campaign?
 - a. Pick the venue that reaches the desired population for the best price
 - b. Advertise in as many different media sites as possible
 - c. Use fewer appearances over longer periods of time to reach more people
 - d. Choose as many different venues as possible

7. In addition to designing a website, management must ensure that
 - a. people are getting to the site.
 - b. salespeople use it.
 - c. salespeople answer responses quickly.
 - d. people spend at least 15 minutes at the site.

8. When creating content for the company's website, developers should remember that
 - a. readers are typically located in the community of the real estate company.
 - b. website readers will remember, in stunning detail, long paragraphs.
 - c. people will carefully read any well-written message.
 - d. people will scan for information.

9. What can be added to ensure that the company website is easily accessible by people who are blind or who have impaired vision?
 - a. Include many photos, charts, or graphics
 - b. Add text to images
 - c. Post documents as PDFs
 - d. Use many colors, especially for color-coded displays

10. The primary purpose of establishing a blog is to
 - a. avoid customer service problems.
 - b. find a listing today.
 - c. establish a following.
 - d. sign up buyers.

11. Domain names and site contents are
 - a. too expensive for the average sales agent.
 - b. assets known as intellectual property.
 - c. expenses that are difficult to justify.
 - d. protected by MLS rules.

12. Which of the following is an example of online advertising?
 - a. Banner and video ads
 - b. Blogs and Twitter
 - c. Company's website
 - d. Site management

13. From the public's point of view, a newsletter is an ideal vehicle for real estate licensees to
 - a. provide useful information.
 - b. express their personal views.
 - c. promote their company.
 - d. distribute coupons.

14. To maximize its usefulness by the media a press release should
 - a. editorialize and present the broker's personal views.
 - b. present a commercial for the broker's company.
 - c. include the company's signature.
 - d. provide information that is useful for the public.

15. A reporter who writes about real estate topics calls the broker for a comment about a recent uptick in sales. How should the broker respond?
 - a. Offer to return the call in a few minutes
 - b. Provide as much information as quickly as possible
 - c. Avoid being quoted in the press
 - d. Ask the reporter to email the questions

16. According to research, the most effective print advertising includes all of the following *EXCEPT*
- location.
 - many abbreviations.
 - price.
 - size of property.
17. Which of the following words/phrases is permissible under the Fair Housing Act when writing an ad for the local newspaper that also features its ads on the internet?
- Adults preferred
 - Wheelchair ramp
 - Good parish schools
 - Hispanic neighborhood
18. The Telephone Consumer Protection Act prohibits
- cold calling.
 - calling those who have registered on the do-not-call list.
 - calls to people between 9:00 am and 9:00 pm.
 - calls after 6:00 pm.
19. Who is ultimately responsible for the accuracy and legality of any company advertising in print or on the internet?
- Owner of the listing
 - Real estate licensee who wrote the ad
 - Broker in charge of the office
 - Whoever paid for the ad
20. An ad that says, “a two-bedroom house that is ideal for adults, in a mature neighborhood, near the synagogue,” is most striking because it
- violates the fair housing laws.
 - is very descriptive about the house and the neighborhood.
 - doesn't include a price.
 - doesn't use abbreviations that would be cheaper.

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1. a The company's signature that creates brand name recognition consists of words, colors, and graphics that stick in people's minds. 254
2. c An FBN must be registered in the state and approved by the state real estate regulators before it can be used. 255
3. d The name of the company has to tell the consumer what's unique about the company's value or service; even if real estate is obvious, the company has to distinguish itself from other real estate companies. 254
4. b A marketing plan is similar to a business plan in that it should identify the goals and plan for using the signature to sell the brand and the company's messages. 256
5. c Most buyers are researching properties and prices on the internet several weeks, sometimes years, before contacting a real estate licensee. 258
6. a The goal of purpose-price-and-population is to pick the venue that serves the purpose and reaches the desired population for the best price. For the same amount of money, a short but intense integrated campaign rather than a longer drawn-out one provides greater benefits. 257
7. a Getting people to a site is a major task, and many brokers will pay for placement, a practice called sponsored sites. 258
8. d Websites are compelling because of two things: design and content, written for viewers or users, not readers; and people from all over the world scan, looking for information they want, which may or may not be what was written. 258
9. b Screen readers do not interpret photos, charts, colored-coded displays, or graphics. To ensure that people who are blind or have impaired vision can easily use the company's website, developers should add text to images and post documents in text-based formats, rather than PDFs, which are not accessible to screen readers. 261
10. c The goal of a blog is to establish a following through social media. Blogs are most effective when they inspire consumers to join in the conversation, helping to sell the company with their flattering comments or experiences. They can also provide nearly instant opportunities to acknowledge concerns. 263
11. b Domain names and site content are assets known as intellectual property, which owners frequently protect by copyright and trademark. 262
12. a Although companies often feel that their own websites are their online advertising, as more consumers turn to digital venues, companies turn to banner and video ads—especially when visitor behavior is tracked and analyzed with resulting advertising matched to specific target audiences. 264
13. a A newsletter is most helpful to consumers when it provides useful real estate information about emerging trends, changes in the law, recent court cases, and real estate-related government regulations, while showcasing the company at the same time. 269
14. d A press release must provide information that is useful for the public—such as emerging trends, changes in the law, recent court cases, and real estate-related government regulations—before the media will consider publishing it. 266
15. a The most constructive way to handle media inquiries is to offer to return the call in a few minutes and to use the interim time to compile statistics or other pertinent information and frame the points the broker wishes to make in carefully worded remarks. 268
16. b The most effective print advertising creates a word picture of the property; research indicates that the most important features in an ad are the neighborhood (location), the size of the property, and the price. Avoid excessive abbreviations, especially those that are not common. 273
17. b The fair housing laws prohibit making, printing, or publishing any statement that

indicates any preference, limitation, or discrimination based on race, color, religion, sex, familial status, handicap, or national origin. Licensees may affirmatively advertise in favor of people with children or people with disabilities because people without children and people without disabilities are not protected classes. 275

18. b The Telephone Consumer Protection Act protects consumers who have registered to no longer receive unwanted cold calls. The act does not prohibit cold calling, only to those who have registered. 280
19. c The broker in charge is ultimately responsible for the accuracy and legality of any company advertising, whether in print or on the internet. 274
20. a The fair housing laws prohibit making, printing, or publishing any statement that indicates any preference, limitation, or discrimination based on race, color, religion, sex, familial status, handicap, or national origin. The ad violates fair housing laws in two ways: “ideal for adults” and “near the synagogue.” 275