

Chapter 9

1. Which is a national trend in the 21st century?
 - a. Permanence of a physical office
 - b. Office wherever the licensee works
 - c. Little use of technology
 - d. Less responsibility on the primary broker
2. Which is *NOT* important when selecting a specific site for a sales office?
 - a. Sign visibility
 - b. Parking availability
 - c. Traffic access
 - d. Presence of competitors' offices
3. What should be done to determine the number of salespeople needed to cover overhead and profitability?
 - a. Divide the square footage of the office by 100 square feet to determine the number of required salespeople
 - b. Calculate desk cost to see how many salespeople are needed to cover costs
 - c. Find out how many salespeople are in the main competitor's office
 - d. Plan on three to four people per desk
4. Locating a sales office in a fixed site becomes less important when
 - a. salespeople are readily available to drive clients anywhere.
 - b. the cost of gasoline is less expensive.
 - c. energy costs are reduced.
 - d. real estate offices expand their geographic view of their business.
5. In a multi-office real estate company, the supervisor of the marketing department should be located
 - a. in the main office.
 - b. in the location where the manager's staff is located.
 - c. where the upper management is located.
 - d. close to the supervisor's home.
6. The change in the functions of today's real estate offices has
 - a. greatly increased the square footage needed.
 - b. greatly reduced the square footage needed.
 - c. moderately reduced the need for technological devices.
 - d. moderately increased the need for skilled, technological licensees.
7. Most of the broker's affiliated licensees do not work in the office, although, from time to time, they need a desk. What strategy *BEST* supports the licensee's need for available desk space?
 - a. Recruiting
 - b. Concierge servicing
 - c. Hotelling
 - d. Buyer brokerage

8. What law should be considered when selecting an office site and designing the space?
 - a. Fair Housing Act
 - b. Americans with Disabilities Act
 - c. The Real Estate Settlement Procedures Act
 - d. The National Do-Not-Call Registry

9. The image of a company's operations is *MOST* readily identified by
 - a. the reception area of an office.
 - b. the work area of an office.
 - c. the fact that salespeople have individual offices.
 - d. the training facilities in an office.

10. The layout of an office should be planned so that
 - a. salespeople can share desk space.
 - b. salespeople can work with customers at their desks.
 - c. the public and work areas are insulated from one another.
 - d. the largest number of small desks will fit.

11. The creation, collection, conversion, and retrieval of information is called
 - a. data management.
 - b. networking.
 - c. servicing.
 - d. firewalling.

12. It is advisable to select the computer software you intend to use before selecting the hardware because
 - a. software is quickly outdated.
 - b. it's costly to move wiring for computers after they're installed.
 - c. automation is invaluable in today's office.
 - d. the software determines what hardware capability is needed.

13. What is installed around selected computer files or systems to protect against intrusion?
 - a. Firewalls
 - b. Wikis
 - c. Blogs
 - d. Lock-outs

14. Computer systems can now be even more interactive through
 - a. web security.
 - b. cloud computing.
 - c. managing SPAM.
 - d. broadband access.

15. What function should be filled no matter the size of the company?
 - a. Connectivity
 - b. Outsourced service
 - c. In-house technical support
 - d. Trojan worms

16. A deaf man who is buying a home asks for a sign language interpreter. What law, if any, requires that the real estate company accommodate this request?
- Truth-in-Lending Act (TILA)
 - Fair Housing Act
 - Real Estate Settlement Procedures Act (RESPA)
 - Americans with Disabilities (ADA)
17. One of the primary advantages of using a voice messaging system is
- messages and phone numbers don't have to be transcribed.
 - managers don't have to answer phones.
 - salespeople can avoid callers.
 - brokers can monitor the salespeople's callers.
18. Providing real estate documents in languages other than English is required by
- the Americans with Disabilities Act.
 - good business practices.
 - fair housing laws.
 - equal opportunity laws.
19. What agency, if any, is responsible for the workplace environment in a real estate company?
- Department of Housing and Urban Development (HUD)
 - Office of Health and Safety Administration (OSHA)
 - Department of Justice (DOJ)
 - State department of real estate licensing
20. All of the following should be encouraged by the real estate company for the safety of its staff *EXCEPT*
- separating property keys from addresses.
 - establishing a code or warning system to alert others of danger.
 - publishing home addresses in social media.
 - requiring personal identification from clients and customers before showing them properties.

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1. b Traditional license laws were rooted in the permanence of a physical office with fixed signage, but in the 21st century, technology allows the office to be wherever people do their work. 180
2. d Today, as companies expand their geographic view of their businesses, the neighborhood sales office becomes less important than the company's ability to interface with consumers electronically. Important considerations when choosing a location for a sales office are sign visibility, parking availability, and traffic access, not the presence of competitors. 182
3. b Calculate desk cost to see how many salespeople are needed to cover your overhead and to generate a profit. Each salesperson typically requires 100 square feet of space. 185
4. d As companies expand their geographic view of their businesses, the neighborhood sales office becomes less important than the company's ability to interface with consumers electronically. When consumers do not have to step inside a physical building for most services, a longer distance to travel on occasion may not be a major deterrent. 182
5. b The supervisor of the marketing department is better off being located in the same place as the staff that person supervises, not necessarily the home office or close to home. 182
6. b The change in purpose of today's office has greatly reduced the amount of square footage needed, but the first consideration of the physical location is the nature of the work it has to support—people, equipment, and public image. 184
7. c With more people working at home who still need to come into the office now and then, hotelling allows them to reserve a workstation for the desired time or work in another office that has availability. 184
8. b Inasmuch as the office provides services to the public, the office must comply with the American with Disabilities Act (ADA). Consider the ADA before selecting the space, not after. 187
9. a The reception area is where the public forms its first impressions of the company and should be calm and inviting, and free of distractions and harsh paging systems.
10. c Work space should be separate from the public areas and support an efficient flow of work and the interaction of people and systems. 187
11. a Data management is the creation, collection, conversion, and retrieval of information (data), the most common of which includes word processing, spreadsheet, and financial and accounting functions. 194
12. d A company's computer system is an assemblage of hardware and software components to serve multiple computing purposes for multiple users in a variety of locations. The software often determines the necessary hardware. 193
13. a Firewalls are constructed around selected files or systems to protect against intrusion such as viruses, Trojans, worms, and other intrusions that corrupt files or take over a system. 197
14. b Today's systems are more interactive with cloud computing providing users remote access to data and documents through a web browser, providing storage as well as remote access for synchronizing and sharing files with computers or devices on which the respective software is installed. 195
15. c Even with technical support available from software and hardware companies, someone in-house must be savvy enough to communicate the problem and keystroke through solutions. 199
16. d The ADA requires that real estate companies make accommodations so that people with disabilities can access and partake in the company's services; this may include

hiring sign. 202

17. a One of the primary advantages of using a voice messaging system is that messages and phone numbers don't have to be transcribed, thus saving time and increasing accuracy. 201
18. b Providing real estate documents in languages other than English is a good business practice. Not speaking English is not considered a disability under the Americans with Disabilities Act (ADA). Fair housing laws are silent as well. 203
19. b OSHA requires that companies display the OSHA poster and that the workplace environment is comfortable, pleasant, and safe. 204
20. c The staff in a real estate company should protect themselves by guarding the amount of personal information they distribute on their websites and social media sites. Personal identification from customers and clients should be provided before salespeople go into the field with them. 205