ACCREDITED REAL ESTATE SALES AGENT ("AREA") DESIGNATION PROGRAM

The School of Community Education’s License & Certificate Programs at Miami-Dade Community College, North Campus, has recognized a need to offer the community a designation program for individuals interested in a career in real estate sales. After completing the prescribed program, the student will receive the Real Estate Sales Agent ("AREA") designation. The program will provide the student with the knowledge needed to obtain a position in the real estate sales field. The structure of the program will give the student knowledge expected of an individual in the profession.

OBJECTIVE AND PROBLEM BEING ADDRESSED

The Florida Real Estate Commission has expressed concern about the real estate sales agents’ lack of knowledge and is preparing to take steps to remedy the situation. In keeping one step ahead, the School of Community Education is now offering the Accredited Real Estate Sales Agent ("AREA") designation program to provide additional knowledge to students entering the real estate industry.

Currently, there are private designations available in the real estate industry, which are not available to the general public. In order to receive these designations, the candidate must have a certain number of years of experience. Another issue is the cost of the classes required for such designation and the related traveling expenses to the out-of-town destinations where the course are offered. These designations will not help those individuals entering the industry because of their lack of work experience.

As a result, the “AREA” designation program was created to offer the student the “AREA” designation supported by the practical knowledge needed to enter the real estate sales industry.

THE “AREA” DESIGNATION:
To receive the “AREA” designation, the student must complete the program, which is made up of the following core courses:

- Real Estate Salesperson License Exam Preparation
- Ethics and Real Estate (Online course)\(^1\)
- Risk Management (Online course)\(^1\)
- Environmental Issues (Online course)\(^1\)

\(^1\) Proof of successful completion of online courses required.
• Diversity and Doing Business
• Title Agent
• Home Inspections

The “AREA” designation will be earned by the student upon successful completion of these courses.
TARGET POPULATION FOR THE “AREA” DESIGNATION PROGRAM:

A. Individuals Pursuing a Career In Real Estate Sales: With the “AREA” designation and the knowledge and skills the program provides, the student will have an advantage when seeking a real estate licensed position.

B. The Property Owner/Investor: The individual who has elected to invest in real estate often does so without recognizing the intricacies, complications and knowledge required to be successful.

C. Real Estate Professionals: The real estate salesperson or broker, recognizes how dynamic the industry has become. They are always looking for ways in which to improve service to their clients. The knowledge they will receive from this program will help them do just that.

RIGHTS AND OBLIGATIONS

The determination of form and content of all material matters regarding the program shall be the exclusive prerogative of MDCC. MDCC reserves the rights to create, modify, or eliminate, with or without cause, the Program in its entirety or any portion thereof. This may include, but not limited to, Program content, course offerings or content, availability of courses, prevailing fees (including a comprehensive examination fee), and designations (including titles) and their requirements. MDCC reserves all rights to the Program and is deemed the sole arbiter with regard to Program issues and disputes.

The title and term: Accredited Real Estate Sales Agent (“AREA”) is hereby termed “designation” and is considered the sole and exclusive property of MDCC. MDCC is the sole and exclusive provider and maintainer of the designation.

This title and term, or reference to entitlement to use it may not be used or made by any person(s) or entity, with or without reference to MDCC without the prior written permission of MDCC.

Any person holding this designation may make reference to it only if and while it is “valid.” That is, while it is in a current two-year period in which the holder has earned and maintains the proper and acceptable educational requirements as determined by MDCC and meets all other (re)certification requirements. (Including making application in the prescribed manner and receiving approval.)

This designation is available only to qualified individual persons. They may not be earned, used, claimed, represented, attributed to, or identified with any group, organization, or business or non-business entity.

Any person holding MDCC’s designation may not transfer, share, give, sell, or identify it with any other person or with any entity, even if the designee owns such entity.
MDCC does not sanction, approve, review, modify, or judge the business or professional practices or professional work product of any individual holding its designation(s). No responsibility is claimed or implied for the business or professional activities or work product of any individual holding its designation(s). This equally applies to any entity that such individual may own, be employed by, have an independent-contractor relationship with, or associate with on a non-paid basis.

Any person earning or attempting to earn this designation is considered to understand and accept these terms.

The program provides equal opportunity to all persons.

**NOTE:** IT IS THE STUDENTS’ RESPONSIBILITY TO PROVIDE THE NECESSARY DOCUMENTATION SUPPORTING SUCCESSFUL COMPLETION OF THE PROGRAM IN ORDER TO GET THEIR DESIGNATION.