



Florida Real Estate Broker's Guide

By Linda L. Crawford, Edward J. O'Donnell

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Going beyond the principles and practices students have already learned, this new edition explores the skills necessary for building and managing a successful real estate brokerage. Based on the revised FREC broker course syllabus, *Florida Real Estate Broker's Guide* provides a complete source for your broker prelicensing curriculum. Highlights include:

- * Four new case studies prepare students for real world practice.
- * Timely, comprehensive coverage of all course topics makes supplemental material unnecessary.
- * Web resources encourage students to explore key topics.
- * Free *Instructor Resource Guide* includes chapter outlines, matching exercises, vocabulary lists and two practice exams.

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Florida Real Estate Broker's Guide By Linda L. Crawford, Edward J. O'Donnell Bibliography

- Published on: 2011
- Original language: English
- Binding: Paperback
- 504 pages

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Editorial Review

About the Author

Linda Crawford has been active in the real estate industry since the mid-seventies. She has real estate experience in development, construction, marketing, teaching, content writing, and item writing. Crawford is a former Education Coordinator for the Division of Real Estate in Florida. In addition to co-authoring this book, Crawford is also the author of *Florida Real Estate Principles, Practices & Law*, *Florida Real Estate Exam Manual*, and *Real Estate Math...What You Need to Know*.

Ed O'Donnell has been a Florida real estate broker for more than 25 years and is President of the Real Estate School, Inc. in Tallahassee, FL. He is the former President of the Tallahassee Board of Realtors and a District VP of the Florida Association of Realtors. He is the author of *30-Day Track to Success* and the *Real Estate Policies and Procedures Manual*, used in many real estate firms throughout the country. In addition to co-authoring this book, he is the author of *Post-Licensing Education for Real Estate Sales Associates* and *Continuing Education for Florida Real Estate Professionals*.

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