**Errata (2015-08-26)**

At Dearborn™ Real Estate Education, we are proud of our reputation for providing the most complete, current, and accurate information in all our products. We are committed to ensuring the kind of quality you rely on. Please note the following changes, which will be reflected in the next printing of *Real Estate Brokerage: A Management Guide Workbook, Eighth Edition*.

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| **Page/Location** | **Was** | **Change to** |
| 160, question 11 | **c** | **b** |
| 169, question 11 | **a** | **b** |
| 176, question 16 | **d** | **c** |
| 177, question 5 | **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. | **c** The majority of buyers are researching properties and prices on the Internet several weeks, sometimes years, before contacting a real estate licensee. |
| 177, question 6 | **c** The majority of buyers are researching properties and prices on the Internet several weeks, sometimes years, before contacting a real estate licensee. | **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. |
| 178, question 11 | **a** Although companies often feel that their own Web sites 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. | **b**  Domain names and site content are assets known as intellectual property, which owners frequently protect by copyright and trademark. |
| 178, question 12 | **b** Domain names and site content are assets known as intellectual property, which owners frequently protect by copyright and trademark. | **a**  Although companies often feel that their own Web sites 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. |
| 179, question 19 | **b** | **c** |
| 183, question 3 | **a** | **c** |
| 186, question 20 | **d** | **a** |
| 188, question 13 | **b** | **d** |
| 188, question 14 | **c** | **b** |