

# Internet Activity Presentation Planner

## Introduction to Business Chapter 32 Real Estate and Other Investment Options

In Chapter 32, you learned that, “Buying a house is the most expensive purchase and investment most people make in their lives.” Most people buy homes through realtors. A realtor, or real estate agent, is an intermediary between the buyers and sellers of real estate. They assist buyers by showing property, and sellers by marketing their property. Produce and present a 10-minute talk about what it might be like to be a real estate agent. Discuss the different types of realtors and what is required to become one.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### **1. Build Background Knowledge**

#### **Did You Know?**

*Think about these fascinating facts and what they might have to do with issues related to your topic.*

#### **[begin bulleted list]**

- The sellers and buyers in real estate transactions are known as the principals.
- The realtor’s commission can be a percentage of the selling price, or a flat fee.
- Globalization has made real estate markets an international working place.
- Some realtors list online tours of homes.
- There are different license requirements for commercial and residential realtors.

#### **[end bulleted list]**

#### **Questions to Ponder**

*Think about these questions and what they might have to do with issues related to your topic.*

#### **[begin bulleted list]**

- Can anyone become a realtor?
- How are realtors regulated?
- How do you find a realtor if you are looking to buy or sell a home?
- Do you have to use a realtor to sell your house?
- Do realtor requirements differ from state to state?

#### **[end bulleted list]**

**Key Search Words**

*Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

sales commission, real estate, NAR, home inspection

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**Web Sites**

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## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Real Estate > Buying and Selling > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

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#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

