Design Document

Business Purpose	X Real Estate Company is interested in increasing knowledge of how to get homes ready for the real estate market. Currently, the company is encountering issues with sellers and company real estate agents losing time on the market because of insufficient seller knowledge about the process and delays for the real estate agents to get the homes listed. The company needs to improve agents' understanding of how to lead sellers through this process and, therefore, get homes listed sooner and with fewer issues with property condition.
Target Audience	The target audience for this training will be real estate agents associated with X Company.
Training Time	Training time for this module will be 20 minutes.

Training Recommendation	• 1 L-2 eLearning course, which will provide necessary information to help real estate agents more easily move through this process with their sellers.
	    ○ Training of this nature can be revised/updated when necessary and can be distributed among as many people as needed across the company in any location
	    ○ Timeframes for completion are flexible according to company guidelines
	• Learners will participate in a scenario in which they are helping lead a seller through better understanding best practices for selling their home.

Deliverables	• 1 e-Learning course
	    ○ Developed in Articulate Rise
	    ○ Includes 1 scenario-based learning opportunity
	    ○ Final evaluation

Learning Objectives	By the end of the training, learners will be able to: 1. Apply economic principals to current market conditions 2. Assess both effective and ineffective selling practices 3. Distinguish between a buyer's market and a seller's market

Training Outline	**Introduction**
	• Welcome
	    ○ Learners will be introduced to the "What to Expect When Selling" module
	• Overview
	    ○ Learning Objectives
	    ○ Three pre-test KC questions
	Buyers and Sellers
	• Buyers' Market/Sellers' Market
	    ○ Define the two terms
	• Market Flow
	    ○ Demonstrate how buyers' and sellers' markets work in relation to a balanced market
	• Sorting activity to categorize buyer/seller market characteristics

	Supply and Demand
	• Supply and Demand
	  ○ Define the two terms
	• Supply and Demand Curve
	  ○ Demonstrate how supply and demand affects market equilibrium
	• Other situations that affect supply and demand
	
	Knowledge Check
	
	Putting It All Together
	• Learner will progress through information about how supply and demand, pricing, and property values work together.
	  ○ Location vs. Value
	  ○ Property Pricing
	  ○ Preparing the Property to Sell
	• Begin scenario
	  ○ Learner must progress through a scenario in which a character must make decisions about how best to prepare for the real estate market
	Conclusion
	• Review of major points of information
	• Resources

Assessment Plan	• 10 questions will be presented from question bank, each connecting back to the learning objectives • Learner must score 80% to continue • Learners will receive 1 attempt • Review feedback will be available to learners for those who do not pass after 1 attempt