

Program Name: Real Estate  
Program Contact: Prof. Marc Gottlieb  
Academic Year: 2023 – 2024  
Status: Submitted

## 1. **Description of Program: CSM Real Estate**

College of San Mateo is a California public community college. The California Community Colleges serve three principle student clientele:

1. Students planning to transfer to University- level studies and/or those seeking Associate degrees,
2. those seeking career and technical education, preparation, and skills, and
3. people wishing to enhance their personal knowledge about any of a variety of subjects of interest.

CSM adheres to an Open Door policy. Admission is on a **non-discriminatory** basis without regard to race, religion, national origin, ancestry, sex, marital status, age, etcetera. All are welcome at CSM!

CSM's Real Estate Department is a part of CSM's Business and Technology Division. The division dean is Dr. Francisco Gamez. Dean Gamez took his doctorate in Education from the University of San Francisco. He has an extensive history of academic administration at a number of respected colleges including Berkeley City College and the California State University at Sonoma. The Division Administrative Assistant is Alana Utsumi. Mrs. Utsumi has many years' of germane experience, too, coming to CSM from our San Mateo County Community Colleges District sister school Canada College of Redwood City.

The Business and Technology Division offers a wide variety of programs, courses, certificates, and AA degree majors. The largest numbers of students are enrolled in the well-regarded Accountancy, Business, and Computer programs. Plus, there are several more departments/ areas of study on offer including Administration of Justice, Fire Science, and Cosmetology.

The RE Department offers courses leading to:

- (1) a CSM Real Estate Certificate of Specialization and

(2) full educational eligibility to sit for the California State Real Estate Sales Agent License Examination.

Many RE students are preparing themselves to launch new or “recycled” careers.

Careers may be pursued in real estate sales, brokerage, land development, urban and regional planning, title insurance, escrow, property management, banking, finance and lending, property divisions of major corporations in diverse industries, investing, appraisal, and more. These include some potentially highly -remunerative career opportunities, especially in residential sales, the leading student interest area.

## “Free College” and Financial Assistance

The San Mateo County Community College District's new “Free College” program may now be utilized at CSM, including to study for the Real Estate Certificate of Specialization. Almost all San Mateo County residents are eligible.

For further information/ eligibility details about “Free College,” please see:

<https://smccd.edu/freecollege/>

The “Free College” program is conducted on a non-discriminatory basis regarding race, religion, national origin, ancestry, sex, disabilities, age, etcetera.

Also, several useful **financial aid programs** including grants, scholarships, and loans are available with information at:

<https://collegeofsanmateo.edu/finaid/>

Furthermore, CSM hosts additional assistances through the “Sparkpoint” program. Sparkpoint includes:

1. Free Groceries on Campus
2. Free Groceries on a Drive-Up Basis

3. Free Meals on Campus
4. Free Personal Care Products
5. Free Tax Preparation
6. Assistance in Signing up for some welfare and health care programs
7. Financial “coaching”
8. and more.

To learn about these various programs and eligibility for them, here is the link:

[www.collegeofsanmateo.edu/sparkpoint/](http://www.collegeofsanmateo.edu/sparkpoint/)

## The Real Estate Program

Consistent with, and in strong support of, CSM's non-discriminatory Open Door public service commitment, Professor Gottlieb and all other CSM faculty, staff, and administrators warmly welcome students of all backgrounds, races, religions, ancestries, national origins, sexes, socioeconomic groupings, ages, etcetera.

Additionally, Professor G actively markets to, recruits diverse students through a wide range of means and sources.

### **RE Program Classes are of Interest to a wide and diverse audience**

- a. RE Program classes help prepare students for entry into Real Estate and related careers.
- b. Students in Accountancy, Business, and Management programs are encouraged to incorporate Real Estate courses in their study plans. This is beneficial given the significant roles of Real Estate in these fields of endeavor.

(Conversely, Real Estate students are encouraged to take some Business, Accountancy, Management, Computer, Communications, and Psychology classes to add skills for their success in the work world.)

c. Students seeking some RE knowledge for their personal interest are also very much welcomed.

Prof. G's regular Real Estate courses/ schedules include RE100 Principles (3 times per year), RE110 Practice (3 times per year), and RE121 Law/Legal Aspects (2x per year). This "core offerings sequence" meets public demand by enabling students to commence RE studies in all semesters and progress to earn the CSM Certificate of Specialization in Real Estate and full academic qualification for admission to the California State RE Sales Agent licensure examination (the primary goal of most students).

Professor Gottlieb teaches most of the RE classes. His qualifications include membership in the bar (Attorney at Law), plus a real estate focus and many years' experience working with the worlds of real estate and business. He holds the Juris Doctor (Magna Cum Laude) from the Kendrick Hall School of Law at the University of San Francisco. He also earned the Master of Business Administration (with Honors and a Special Recognition Award) from Saint Mary's College of California, a Master of Public Administration (with national honors) from the University of Southern California Sol Price School of Public Policy, and a Master of Engineering degree (with national honors) from Stanford University, where he also took his Bachelor of Electrical Engineering (with University Distinction).

Prof. G has over a Half Century of successful teaching experience and has taught subjects across the realty curriculum. He also has many years' teaching Law, business, management, engineering, and other classes at a number of Universities and colleges. Today, he dedicates essentially full time effort to the CSM Real Estate teaching, advising, counseling, guiding and tutoring CSM students, and building/marketing the college with a focus on RE and the Business and Technology Division's programs. Additional sections have been, may be offered from time to time with Prof G or other well-qualified faculty.

## 2. Results of Previous Program Review

For several years preceding the Covid crisis, the College was encouraging faculty to take their classes to the internet (“Distance Education” or simply “DE”). This, to make learning more **accessible, convenient, and economical** for the **diverse student populations** we serve. Then, the campus Covid lockdown mandated this shift to the World Wide Web (internet) .

Professor Gottlieb successfully transferred his classes to the internet under these emergency conditions. All students were thus afforded opportunity to complete their classes. Since that time, Prof. G has further developed and maintained all three of his regular courses with full viability and content- currency for students on the WWW/ internet.

### **State Approval Secured for New Course Content Requirements**

The California Legislature has mandated (for the first time) specific college course content. While there was some confusion and shifting about in Sacramento with concerned legislators and lobbyists (necessitating statutory amendment), the net result is a requirement for state- approved instructional content with foci on anti-discrimination law and anti-bias training. Prof. G has always held a strong commitment to these matters and emphasized their vital importance in his classes. Nevertheless, State approval is now required of all accredited California colleges and course vendors.

Prof. G worked with the State over a course of 7 or 8 months to secure this official approval so that CSM students will be accepted on this new checkpoint for their California RE licensure.

## **Outreach, Marketing, and Recruiting**

Professor G's outreach and marketing includes direct mail (up to 2500 focused recipients on a rolling, up-dated basis including germane business, community, civic, and diverse ethnic/ community organizations), media advertising, and direct in-person recruiting. The recruiting work traditionally includes appearances and information tables at public meetings or events. Prof G also regularly meets with individuals or small groups in coffee shops, cafes, and restaurants, providing them lunches or snacks while sharing information about CSM, RE, Accountancy, Business, Computer Science, and other programs.

## **3. Enrollment, Success, and Retention (with Modes of Delivery)**

Herewith are **enrollment, success, and retention data** for both the the overall RE program and individual courses. It will be seen that the results are very positive throughout.

The reported data included the vital COVID lockdown phase with the emergency transitioning of classes as well as students' work and business affairs. A number of students have experienced serious off-campus difficulties including layoffs (unemployment), homelessness or residential difficulties, serious personal illness, and the need to provide care and assistance to family and others with illnesses, finances, transportation, shopping, etcetera. This all made college studies very challenging, especially for classes like these with significant academic content and student learning expectations.

Nevertheless, or despite it all, high Student Success levels have been maintained for the RE program and for its individual classes throughout this very challenging and disruptive period. The convenient and accessible- for-students Distance Education (Internet/World Wide Web) offerings did, are doing very well.

#### **4. RE Program Student Success Indicators** (for Spring 2021-Spring 2023):

Success data for the total Real Estate Program were as follow:

Total Sections: 17 (14 Distance Education, 3 Face-to-Face)

Total enrollments 494

Percent Student Success 81.6

Percent Student Retention 87.4

**For Individual RE Courses, Student Success Indicators were as follow:** (again, for Spring 2021- Spring 2023)

##### Class: Real Estate Principles 100

Sections: 5 (3 Distance Mode, 2 Face-to-face)

Enrollments: 156 (82 Distance Mode, 74 Face-to-Face)

Percentage Student Success 74.4 (80.5 Distance Mode, 67.6 Face-to-Face)

Percentage Student Retention 85.3 (89 Distance Mode, 81 Face-to-Face)

##### Class: Real Estate Practice 110:

Sections 5 (all Distance Mode)

Enrollments: 148

Percentage Student Success 82.4

Percentage Student Retention 87.2

Class: Legal Aspects of Real Estate (“Real Estate Law”) 121:

Sections: 5 (4 Distance Mode, 1 Face-to-face)

Enrollments: 123 (87 Distance Mode, 37 Face-to-Face)

Percentage Student Success 89.4 (92 Distance Mode, 83.3 Face-to-Face)

Percentage Student Retention 92.7 (96.6 Distance mode, 83.3 Face-to-Face)

Class: Real Estate Appraisal 141

Sections: 1 (Distance Mode)

Enrollments: 34

Percentage Student Success 82.4

Percentage Student Retention 85.3

Class: Real Estate Economics 200

Sections:1 (Distance Mode)

Enrollments: 33

Percentage Student Success 81.8

Percentage Student Retention 81.8

Statistical analyses lose accuracy/meaningfulness when their data sample sizes are small (as they are here). Nevertheless, the RE program shows very positive enrollments (full classes), student successes, and student retention levels.

These results would be excellent in normal times absent the Covid, economic, and societal problems of these past few years. Therefore,



CSM Real Estate is successfully delivering the desired positive outcomes for our students.

**Current Program Review with Demographic Data**

For the College of San Mateo:

College Stats 2022-23	Ethnicity	First Gen	Age	Gender	Total
Headcount (unduplicated)	Latinx 32% White 26%  Asian 20%  Filipino 7%  Multiracial 7%  Black 3%  Pacific Islander 2%  Unknown 3%  Native American 0%	45% of our students are the first in their family to go to college.	66% 24 yrs. and under 18% Ages 25-34  17% over 35 yrs.	49% Female  48% Male  3% Non-disclosed or non-binary	13,180 students
Enrollments (duplicated)	Latinx 35% White 26%  Asian 16%  Filipino 6%  Multiracial 8%  Black 3%  Pacific Islander 3%	47% of enrollments were by students who are the first in their family to go to college.	76% 24 yrs. and under 13% Ages 25-34  11% over 35 yrs.	48% Female  50% Male  2% Non-disclosed or non-binary	37,014 enrollments

	Unknown 3%				
	Native American 0%				

For the Real Estate Program:

While detailed statistical analysis loses meaningfulness with small data sets, the RE classes are clearly quite well diversified.

The RE program attracted of the two largest “diversity” population groups in our primary service area, **Asian-Pacific-Filipino** and **Hispanic/Latino/Mexican**, with 96 and 202 enrollments, respectively, out of the program's total of 494 in the reporting period. Plus, additional students representing a quite diverse range of ascriptions national origins, and backgrounds.

**Female and Male enrollments** were 269 to 213, again a very good match for this program discipline (12 enrollments' sexes were unrecorded/ decline to state).

**Ages are also very well diversified**, more so than in the larger CSM student population. Ages are not heavily concentrated in a single demographic like the recent high school graduates populating many other community college classes. Fully 236 of the 494 RE enrollments reported ages as over 30 with 66 students over age 50. All ages and population groups are very welcome.

**“First-generation college students”** totaled 271 enrollments, with the remaining 167 having had at least one parent attend college.

**“Income distribution”** is diverse, too. Fully 120 RE enrollments were racked up by students classified as “low income.” Thus, CSM is providing pathways into Real Estate for many people who otherwise might not have considered such an “upper economic stratum” business activity. (RE is at least viewed that way by many people in our primary service territory given that our local housing prices considerably exceed most of the nation's.)

One special area of focus for Professor G's active recruitment and marketing efforts these past few years has been to attract more **Latino/Hispanic/Mexican -heritage students**. In the past, some Latino/Mexican students have not perceived RE as a prime career objective. As may be seen above, this recruiting effort has now succeeded with 202 of the total 494 program enrollments during the Spring 2021-Spring 2023 reporting period. (This success may also owe some of its achievement to the shift to Distance Education delivery, which makes the classes more accessible, economical, and convenient with no driving or commuting required.)

The RE program serves every interested person and attracts a wide spectrum of diverse students.

## Student Success

**RE Student success remains very good**, as the data demonstrate.

### Academic Years 2020/21 to 2022/23

Notes: All data have been rounded. Academic Year = Fall + Spring only. EW/MW are Page 1 non-evaluative and do not count as enrollment attempts. Fall 20 to Spring 21 (and continuing) impacted by COVID-19.

Division: 4411 – Real Estate R.E.

Academic Year STUDENT SUCCESS  
INDICATORS

Academic Year

	20-21	21-22	22-23
Enrollments	157	174	241
Success %	79.6%	87.9%	76.8
Retention %	87.9%	94.3%	83.0%
FTES*	18.4	17.8	24.9

\*FTES = “full time equivalent students,” a statistical calculation only as most RE students are “part time”

As noted, RE student age profiles include a good number of mature or at least older students. This reflects their greater interest in RE and in finding good second (or third, or fourth) careers among people in the work force.

## SLO (Student Learning Outcomes)

The Real Estate program's overall “discipline-level” Student Learning Outcomes/ Objectives are listed as follow:

- Meet the requirements set by the State of California to qualify to take the Real Estate Sales licensing exam.
- Prepare the student to successfully pass the State of California Real Estate Sales licensing exam.
- Define the role, responsibility and ethical conduct of a licensed sales agent in California.
- Properly analyze how to acquire and hold real estate in California

Further, we include recent Student Learning Outcomes/ Objectives for the individual courses, as follow:

### Real Estate Principles 100:

#### SLO 1. Real Estate Legal and Subject-Matter Framework

Acquire knowledge about property, and then how real property is legally defined, acquired, held, conveyed. Learn key legal contract law principles as applied to real estate. Purchase-sale contracts, Listing agreements, etc. Performance, and Legal Remedies for Breach of Contract. Financing Real Estate Acquisitions:

Mortgages, California Trust Deed System of Financing, California Land Contracts of Sale, Government-Assisted Financing Programs, Qualifying for A Loan, Credit Reports and Credit Scores. Appraisals, Escrow, Title Insurance, Other Insurances, and Closing Costs. Successfully Closing The Purchase-Sale Transaction

What to Do with the Property After Acquiring It: Landlord-Tenant Law, Property Development and Zoning Law, some Tax Law as it relates to Real Estate.

SLO No. 2. THE ROLE AND RESPONSIBILITIES, LEGAL AND ETHICAL, OF THE AGENT IN REAL ESTATE TRANSACTIONS :Acquire knowledge about legal agency and the agent’s key legal representational duties. Fiduciary duty, due diligence/best efforts duty, major non-discrimination (“fair housing”) duties, and some of the most critical mandatory disclosure duties applicable to most California residential resale transactions.

SLO No. 3: Licensure and Careers in Real Estate, etc. How to get a license in California, The license tests, ideas how to prepare, and what career paths are available in the broad field of real estate, with emphasis on the large and frequently lucrative California residential resale market. (These topics are further developed in the usual second RE course, RE Practice 110.)

(+Currency/Topicality as appropriate for learning California Real Estate Principles.)

### For Real Estate Practice 110:

#### 1. SLO #1:

##### REAL ESTATE SALES TRANSACTIONS:

Acquire knowledge about the (primarily: residential) real estate purchase-sales transaction and how it typically proceeds, with emphasis on the legal requirements of the contract and its formation and performance, also the legally-required roles of the brokers and sales agents.

#### SLO #2

NEGOTIATIONS IN REAL ESTATE TRANSACTIONS :Acquire knowledge about the typical negotiating in the real estate sales transaction, and some of the key legal and practical elements of concern to the buyer and seller in the normal residential sales transaction.

### SLO #3

LEGAL RESPONSIBILITIES: Learn some key information about agents' legal responsibilities to their clients, other parties in the transactions, and society at large.

### SLO #4

CURRENCY OR TOPICALITY: Learn what's going on today in local real estate markets and realty sales practice. ("Current events in the industry.") Relate these to success in the real estate field. Discern where possible trends, new technologies, the directions of pertinent law, licensing testing developments, may be headed, etcetera

### For Legal Aspects of Real Estate (Real Estate Law) 121:

SLO's as follow:

1. Learn some of the key legal aspects of California real estate and its acquisition, titles (types of ownership) vesting (ways to own or hold those titles), and some of the key laws of continuing real estate ownership.
2. Learn some of the key legal aspects of California real estate agency and sales work.
3. Learn some key aspects of California's judicial system and how it works, plus common California real estate dispute resolution including insights into how alternative dispute resolution mechanisms such as mediation and arbitration work.

(+Currency/Topicality as appropriate to the development of Real Estate Law.)

For Real Estate Appraisal 141:

SLO's as follow:

1. Apply the principles of Real Estate Appraisal in the real estate industry.
2. Understand making accurate measurements, recording data accurately, and basic calculations necessary to complete the appraisal process for residential properties.
3. Hypothesize alternate possible explanations of appraisal calculations.
4. Understand professional reports relating to residential properties.
5. Demonstrate an understanding of current real estate markets, market trends, and corresponding impacts on valuation.
6. Determine the highest and best use of residential properties and possess a basic understanding of residential income and commercial property.

For Real Estate Economics 200:

SLO 1. Identify basic economic principles and schools of thought with a focus on real estate, including key economic, monetary, legal, and policy considerations and real estate industry/market cycles.

SLO 2: . Evaluate key economic, legal, and other factors influencing the real estate economics marketplace so that reasonable analyses can be prepared reflecting consideration of real estate cycles, and monetary, credit, lending, legal, regulatory, and other market-level factors.

SLO 3:

Interpret key economic, legal, and other factors influencing a specific property to determine best use with highest yields.

## Challenges and Opportunities:

The chief challenge these past years (both pre- and post- the Covid lockdown) has been to keep RE studies available for interested people. The program's high ratings, public and “employer” industry demand, and high levels of student successes substantially aided its continuation.

The core RE classes remain available for the many interested students (Prof. Gottlieb normally teaches RE100, RE110, and RE121 every Fall and Spring, plus RE100 and RE110 in summers). Additional sections with Prof. G and/ or other qualified faculty may be scheduled by the college. These offerings enable CSM students to earn the CSM Certificate of Specialization in Real Estate. These offerings also qualify students with all of the State-mandated qualifications to write their RE Sales Agent licensure examinations so that they may commence desired new careers. Thus, **the two major Program Goals of the CSM Real Estate department are being achieved**. (RE classes are also of value to CSM accountancy and business students and many members of the general public who wish to learn something about Real Estate for personal interest.)

The shift to Distance Education internet courses has made learning much **more accessible, convenient, and economical to a wider number of diverse students**.

1. Most RE students are employed and many of these work in Silicon Valley (San Jose/ Santa Clara/ Sunnyvale, etcetera). Their time is occupied with earning a living. Commuting to a classroom is impossible for some of them and unattractive or difficult for many more. These people now have convenient internet access to our courses. They can complete them on their personal schedules and with no need of driving to a classroom at an appointed (possibly impossible or inconvenient) hour.
2. The internet enables us to bring our courses to students with disabilities who would find it impossible or difficult to commute to a classroom.



3. Some people whose family commitments previously precluded commuting to a classroom are now able to access our classes via the internet.
4. A number of people have care-giving time conflicts. They can now take our classes on the internet without leaving the bedsides of those they're caring for.
5. Some people with financial limitations formerly found commuting to a classroom difficult or prohibitive. They can now access our classes conveniently without need of an automobile or transport expenses.

In the past two years, CSM suspended offering the Associate in Arts degree and the two advanced Certificates of Achievement in Real Estate. However, the Certificate of Specialization in Real Estate continues on offer (as does Professor Gottlieb's three course sequence RE100, 110, and 121 enabling students to earn the Certificate and to prepare themselves for the California State RE Sales Agent License Examination). Thus, the most essential "core" offerings of interest to the greatest number of students remain intact and available with accessible, convenient, and economical online classes.

#### **4. Planning**

Professor Gottlieb is working on these planning goals:

In view of the very high level of legislative activity and market activity impacting California Real Estate, to:

1. continue maintaining and updating his online RE100 course's currency to reflect new state (and federal, where applicable) legal (and market) developments.
2. continue maintaining and updating his online RE110 course's currency to reflect new state (and federal, where applicable) legal (and market) developments.

3. Continue maintaining and updating his online RE121 course's currency to reflect new state (and federal, where applicable) legal (and market) developments.

4. Further coordinate the sequence of the three courses in key topical areas.

5. Marketing: to continue as indicated the direct mail and return to some more of the reopened venues (some adult schools, high schools, shopping malls/county fair, etcetera) as time, needs, and opportunities permit. Also, to re-expand his direct recruiting activities as people are returning to restaurants, cafes, and coffee shops. Marketing outreach to diverse populations is integral to these efforts.

## **Estimating Earnings Potentials:**

Real Estate is mostly a business, not a kind of employment for wages. Thus, much published “wage” or “employment income” data range from the inaccurate or questionable to the patently ridiculous. It is not easy for data gatherers or statisticians to try to force data into reporting categories they do not naturally fit into. “Square pegs, round holes,” and all that. And, much relevant data is not readily available to begin with, being largely private or confidential information known mostly only to each broker or sales person (and maybe to the Internal Revenue Service). Since most RE practitioners' earnings are, in fact, based on commissions, we will look at some available data enabling estimation of earnings potential.

### a. Total Local Market:

The resale of used single family houses now exceeds 12 Billion dollars a year in San Mateo County alone. This translates to some \$700 million+/- in commission income.

**b. Market Characteristics:**

The typical sales prices of single family houses have reached the \$2 million range in San Mateo County (CSM's primary service area, though students take Professor G's classes from much farther away, too). For instance, single family residences in the cities of San Mateo, Belmont, Foster City, and San Carlos are quite commonly about \$2 million, while Burlingame houses go for around \$3 million or so and Hillsborough \$7 million plus. These favorable market data translate to high potential incomes for RE sales and brokerage personnel (since their commissions are usually calculated on a percentage-of-sales-price basis).

**c. Typical Commissions Per Transaction:**

A typical commission on a local San Mateo/ Burlingame house resale transaction is therefore in the range of \$100,000 to \$200,000, depending on price realized. (Commissions on the higher-priced houses are, of course, higher.) The commission is then split depending upon how many broker/agents are involved and the contracts between them. This still leaves something on the order of \$30,000 to \$80,000 or so for a beginning sales agent on his/her first successful transaction.

**d. Reasonably Attainable Number of Transactions by an Established Successful Sales Agent:**

Successful established agents in the local market may sell between 10 and 15 or 20 houses in a “good sales year” like we've been experiencing. A few agents sell more. It is germane, too, that we are in the midst of one of the fastest-selling realty markets in America. The velocity or speed of our local sales transactions helps diligent sales agents achieve their high transactions volumes. (The average time on market until a San Mateo County area house sells is only 15 to 27 days, depending on neighborhood and report. The latest San Mateo city figure as this is written: 24 days.) By comparison, many other USA markets require three or four months for a used house to sell, and there are numerous localities where it can take a year or two, or even longer, to move some housing, even though price levels in most of America are far lower than here.) Note: these are reasonably-attainable data for established sales

agents in a good, active market. A beginning agent will ordinarily require a few years to reach these sales levels. And, some agents do not wish to work full-time, others may find the business is not to their liking and leave for “greener pastures.” A few agents will sell more than these data and earn higher incomes. Thus, there's a lot of variability here.

e. Commission Splits Attainable by Sales Agents:

Also, established agents usually enjoy “higher splits” (greater shares of the total commission proceeds) than beginning agents. Thus, their actual gross incomes are typically higher than simple estimates may indicate. The “split” of such an agent can reach 90% of the total commission proceeds. Therefore, successful local agents may earn several hundred thousand dollars in good market years. Some hard-working agents may earn more and others less, with individual factors, market factors, diligence, and thus the range of opportunities being as wide as they are.

f. Sales Agent Expenses, Taxes, and Prudent Set-Asides

The high incomes available in RE sales are not all “gravy.” Agents must allow for business expenses, insurance, and taxes. And, a prudent agent saves for “slow market years,” for emergencies, and for eventual retirement.

g. Summary earnings potential conclusion:

Real Estate affords a higher-than-average earnings potential. And, it offers a rapidly-attainable career entry qualification (Prof. G's RE100/110/121 sequence and the state sales agent license exam will do it). To earn these high incomes, sales agents have to work hard to build their businesses and their reputations for integrity, non- discrimination, and quality client service. Enjoying working with and helping people are major pluses. Much of Real Estate is a “people business.” Then, a very good income is a realistic goal.

## **“Employment” Opportunities**

That's an estimate of reasonable target earnings potential. How about entry into this world of Real Estate?

Working from the general to the specific levels:

### 1. Overall Local Economy

The local Peninsula economy including Real Estate remains quite strong. Between July 2022 and July 2023, the total number of “jobs” in the combined San Francisco/San Mateo County “metropolitan division” for data records increased by 33,900 positions, or 2.8 percent, to 1,223,400 total. (Unemployment data reports at only 3.0 percent for San Mateo County, which compares favorably with 4.8 percent for California and 3.8% nationally.)

### 2. Local Financial Activities Sector

The number of “Financial Activities” sector “jobs” (which includes much RE-related work/ lending, insurance, etc.) went “up 1.8% or 1,600 positions, to 90,100.”

### 3. Local Real Estate and RE rentals Sector

And the specifically-Real Estate and RE rentals sector “jobs” is reported as “up 7.2% or 1,600 positions, to 23,700 positions.”

Thus, we arrive at:

### 4. Economy/ “Jobs” Summary:

The strong RE sales market underwrites the high income earnings opportunities for sales agents, as noted. It also results in strong “employment” or entry opportunities for realty agents. (The federal administration's high interest rate policy has impacted the RE sector nationally. But, local sales continue at their above-norm level aided by local economic factors, continued all-cash purchasing and funds from abroad, and our high velocity of transactions.)

(Reference: State of California Employment Development Department)

## **Entry into the RE trade is Available:**

Almost all RE brokers not only welcome new agents but many are anxious, even eager to find, attract them. Why? Because of how most RE brokerage firms operate.

It is the RE sales agents who find and bring in most of a brokerage's clientele on both the buy and sell sides of sales transactions. The more agents – the more clientele, listings, shoppers-seeking-to-purchase, and potential sales transactions. The sales commissions are then split between the broker and sales agent. Thus, the broker's revenue predictably goes up when s/he is able to get more sales agents. A quick (and necessarily very partial) check of local brokerages indicates that they are actively interested in obtaining more RE sales agents.

[Note: the terms “employment,” “jobs, ” “hiring,” and “wages” are not directly applicable to most Real Estate career endeavors. This is because the vast majority of career positions in Real Estate sales are legally self-employed “independent contractor” businesses, not “employment” arrangements.]

## **CONCLUSION: CSM Continues to Successfully Provide Needed Entry Paths into the Primary RE Career Market**

The CSM Real Estate Program continues to provide the core academic learning opportunities to enable interested people to enter the RE industry in either first or “recycled” career paths. To achieve this, Professor Gottlieb plans to continue offering his usual RE 100, 110, and 121 classes every Fall and Spring semesters and RE 100 and 110 in Summers. These offerings meet the State of California educational

requirements for admission to the Real Estate Sales Agent licensure examination. The classes provide interested people opportunities to start their RE career training anytime (Fall, Spring, and Summer terms) that they wish to commence their learning programs. Additional schedules may be offered with Prof G or other qualified faculty.

Prof. Gottlieb also provides students with the necessary academic guidance to enable them to undertake and complete their RE studies successfully. This includes the CSM Real Estate Certificate of Specialization and advice regarding related courses of study at other colleges/ universities. (Also, the college counseling office routinely refers RE-related inquiries to Professor Gottlieb to handle.)

Prof. G includes general career guidance and “job” search criteria in his course(s), as appropriate.

The RE industry actively seeks and recruits our RE graduates. Our RE Program continues to enjoy very high “industry credibility” with California RE brokerage firms and other germane companies (and many of them are aware of Professor G's Half-Century record of successful teaching).

That CSM has received ratings as the best community college in California (and number two in USA), with other rating services giving CSM high marks too, is also giving CSM graduates (across all disciplines) higher respect and a higher “hiring” profile.

## **Conclusion:**

While society, the college and the RE program have sustained some rather abrupt difficulties in recent years, Real Estate remains a very viable career opportunity for many. And, RE remains successfully on offer with CSM.

Interested readers are cordially invited to inquire for further information.  
“All are Welcome with CSM!” – and with the CSM Real Estate  
Program!

Submitted: 25 August 2023  
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Upd. 07 Sep. 2023 (with newly- available data, SLO's)