Chapter 2 Quiz

1. The website “Realtor.com” is associated with:
   a. the California Bureau of Real Estate (CalBRE).
   b. the National Association of REALTORS®.
   c. the Consumer Protection Bureau.
   d. the California Housing Authority.

2. The biggest complaint by sellers and buyers is:
   a. the commissions charged by brokers.
   b. the interest rates charged by lenders.
   c. having to prove income.
   d. a lack of communication with agents.

3. Open houses are:
   a. an opportunity to find potential buyers and sellers.
   b. a listing tool only.
   c. a listing and selling tool.
   d. both a and c.

4. The general purpose of advertising is
   a. meet the clients.
   b. bring the clients into the office.
   c. build rapport with the clients.
   d. all of the above.

5. Writing an effective ad involves the time-tested method of:
   a. APLA.
   b. AIDA.
   c. ADHDA.
   d. ALTA.

6. Advertising of real estate credit is under the jurisdiction of the:
   b. California Bureau of Real Estate.
   c. Supreme Court.
   d. all of the above.
7. The Truth in Lending Act, or Regulation Z, is enforced by the:
   b. California Bureau of Real Estate.
   c. Supreme Court.
   d. Federal Deposit Insurance Corporation.

8. If any financing term is mentioned in an ad, it must also mention:
   a. the annual percentage rate (APR).
   b. all other financing terms.
   c. both a and b.
   d. none of the above.

9. Studies show that buyers interview an average of how many agents in person before choosing the one they hire?
   a. Two
   b. Three
   c. Four
   d. Five

10. All licensees must disclose their 8-digit real estate license identification number on:
    a. business cards.
    b. stationary.
    c. all websites controlled or maintained by the soliciting licensee.
    d. all of the above.