1. Most agents meet with prospective homebuyers:
   a. after the buyers have done extensive research online.
   b. before the buyers have done extensive research online.
   c. during a sponsored webcast.
   d. during a free dinner presentation.

2. Businesses that have physical (rather than virtual or online) presences are referred to as:
   a. big box.
   b. vintage.
   c. brick and mortar.
   d. kiosk.

3. Which of the following real estate websites is NOT open to the public?
   a. Realtor.com
   b. Zillow .com
   c. Trulia.com
   d. Multiple Listing Service

4. The entire process of communicating the benefit of your real estate service to your customers is best described as:
   a. real estate marketing.
   b. office management.
   c. information dissemination.
   d. none of the above.

5. The ability to select and cultivate a subgroup of people to whom you directly promote your services in a way strategically designed to satisfy their specific needs and preferences is best described as:
   a. selective marketing.
   b. target or niche marketing.
   c. neighborhood marketing.
   d. local advertising.

6. A software application that runs in a smartphone, tablet, or other portable device is called:
   a. an operating system.
   b. a mobile application.
   c. a driver.
   d. a router.
7. A "red flag" warning of a potential rental fraud is:
   a. an advertised rental rate low for the area.
   b. a requirement that advance payment of rents and deposits be made via cash or wire transfer.
   c. the unwillingness of the prospective landlord or agent to meet in person.
   d. all of the above.

8. What is the segment of the U.S. population born between 1982 and 2004 referred to as?
   a. Millenials
   b. Baby boomers
   c. Generation X
   d. Generation Y

9. Which segment of the U.S. population is predicted to eventually make up 50% of the workforce?
   a. Baby boomers
   b. Rappers
   c. Millenials
   d. Veterans

10. According to the U. S. Census Bureau, at what is the "Average Peak Age" that people will purchase a starter house?
    a. Mid twenties
    b. Early thirties
    c. Late thirties
    d. Early forties