



Consumer Information Disclosure Form

General Information

Name of Institution: REALTOR® University

Address: 430 North Michigan Avenue, Chicago IL 60611

Year Founded: 2011

CEO/President: Robert Goldberg

State Approval and E-mail Contact Information: Illinois Board of Higher Education (IBHE)
info@ibhe.org

Mission & Description:

Institution Mission Statement: The mission of REALTOR® University is to foster lifelong student learning through high quality, entrepreneurial, and career-oriented distance education programs in real estate. REALTOR® University enhances the professionalism of the real estate industry through practice-oriented educational offerings.

Areas of Special Focus: Real Estate

Description of Institution: The National Association of REALTORS® (NAR), “The Voice for Real Estate,” is America’s largest trade association, representing one million members involved in all aspects of the residential and commercial real estate industries. NAR celebrated its centennial in 2008.

One of the strategic initiatives in the National Association of REALTORS® strategic plan is to “improve the competency and professionalism of REALTORS®.” Under this strategic initiative is a business practice that “NAR promote the creation of advanced real estate degree programs, as well as other types of educational training for members.”

The idea for transforming REALTOR® University into a degree-granting institution emanated from a 2008 National Association of REALTORS® Advisory Group on Professionalism in the industry. The group was charged with recommending ways to improve real estate practice and to ensure the REALTOR® mark is perceived as an assurance of experience and professional service. Out of this group was formed a blue ribbon advisory group, whose goal was to address higher education in real estate. This group developed the initial plan for the offering of academic degrees. The goals of the University, in service to the profession, are:

- Create the leading resource for advanced education, continuing education, and professional development in real estate, addressing the needs of REALTORS® and the real estate industry today and tomorrow.
- Create the highest standard of competency in the real estate industry.
- Raise the bar for, image of, and professionalism of REALTORS®.

- Create an accredited curriculum, body of knowledge, and core competencies that lead to applied degrees in real estate.
- Foster ethical behavior according to the NAR Code of Ethics.

REALTOR® University offers degree and certificate programs in the field of real estate. The comprehensive curriculum was developed to address the practitioner-oriented knowledge required to be successful in the real estate industry for a geographically dispersed population. The curriculum focuses on real estate principles, business fundamentals, and related skills. The degree and certificate programs are innovative, practice-oriented, and reflect high academic standards. Programs are delivered online via distance delivery.

Student Demographic Profile: REALTOR® University's programs are designed to serve working, adult practitioners in the field of real estate who desire to advance their career and expand the scope of their business. Real estate practitioners come from a variety of demographic groups and career experience. While the profile of a typical REALTOR® (as defined by the National Association of REALTORS®) is a useful market demographic, practitioners reflect varied age, ethnic, language, education, and income characteristics representative of their local community.

According to 2015 NAR member research:

- 57% of members are female
- 77% of members said that real estate was their only occupation
- 87% of members are white, 5% Hispanic, 4% African-American, and 4% Asian
- 54 is the average age of a REALTOR®

The University's primary target student population is the 1.1 million members of the National Association of REALTORS® and about half of these members have earned a baccalaureate degree necessary for admission. While this is the current target market, the programs are open to anyone interested in advancing their real estate career and who meet the admissions requirements. Based on recent studies, there are approximately 3 million people active in the real estate business in the United States. Additionally, research has been conducted on the increasing international interest in U.S. real estate theory and practices.

Courses/Programs/Degrees: Master of Real Estate

Average Program Tuition/Cost per credit hour: \$633.33 per semester credit hour

Success Indicators:

Completion/Graduation Rate:

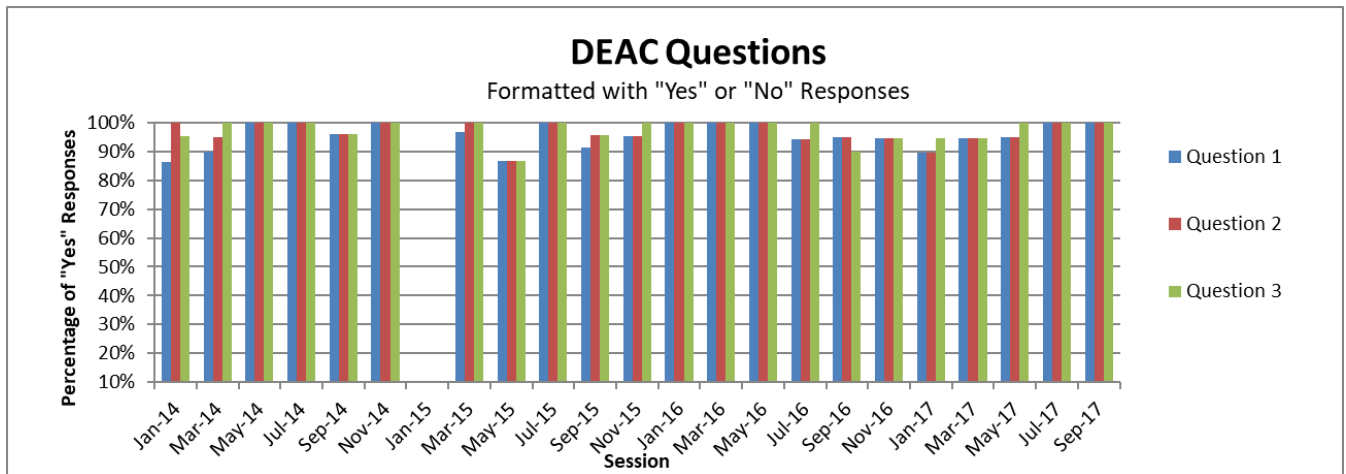
Student outcomes for all students admitted to the program since we began academic operations through April, 2018 are presented below.

Student Outcomes - As of April 2018								Percentages	
Session	Admitted	Graduated	Active	Inactive	Dropped	EX	Graduated	+Active	+ inactive
March-12	11	4		4	3		36%	36%	73%
May-12	15	5		5	5		33%	33%	67%
July-12	6	3	1	1	1		50%	67%	83%
September-12	10	5	1	4			50%	60%	100%
November-12	6	3	2		1		50%	83%	83%
January-13	12	4	1	4	3		33%	42%	75%
March-13	5	1		2	1	1	20%	20%	60%
May-13	5	3		2			60%	60%	100%
July-13	5	1		1	2	1	20%	20%	40%
September-13	6	2		2	1	1	33%	33%	67%
November-13	8	1	2	2	2	1	13%	38%	63%
January-14	6	2		2	2		33%	33%	67%
March-14	5			4	1		0%	0%	80%
May-14	5	4	1				80%	100%	100%
July-14	3	1			2		33%	33%	33%
September-14	3	1		2			33%	33%	100%
November-14	10	3	2	1	4		30%	50%	60%
January-15	4		1	3			0%	25%	100%
March-15	9	3	2	3	1		33%	56%	89%
May-15	4	1		1	2		25%	25%	50%
July-15	4		1	1	2		0%	25%	50%
September-15	4	1	2	1			25%	75%	100%
November-15	7	3	1	2	1		43%	57%	86%
January-16	6		3	2	1		0%	50%	83%
March-16	4		1	2	1		0%	25%	75%
May-16	4	1	1	2			25%	50%	100%
July-16	3		1	2			0%	33%	100%
September-16	4	1	3	1			25%	100%	125%
November-16	3		3				0%	100%	100%
January-17	2		2				0%	100%	100%
March-17	0		0						
May-17	4		2	2			0%	50%	100%
July-17	0		0						
September-17	7		7				0%	100%	100%
November-17	7		6		1		0%	86%	86%
January-18	15		15				0%	100%	100%
March-18	4		4				0%	100%	100%
Total	216	53	65	58	37		25%	55%	81%

In general, these results are good for a program of our type, which serves working-adult, practitioner students with complex lives outside their studies. It is also worth noting, that of the admitted students who have dropped from the program, almost all have dropped within their first or second course. This is to be expected, since some students are only able to fully assess the degree to which our program is a fit with their needs and capabilities by actually enrolling.

Percentage of students surveyed who responded that they—

- 1 - Achieved their learning goals:
- 2- Would recommend the institution to a friend:
- 3 - Were satisfied with their studies:



Graduate Outcomes:

As of December 2017, REALTOR® University has 51 graduates. Two were employees of the National Association of REALTORS® at the time of graduation and graduated with a concentration in real estate association management. One is Director of Housing at an urban housing authority. Fifteen are broker/owners of their own real estate brokerage firms. Twenty Five are broker-partners or brokers with family-owned brokerages or franchises of large national real estate franchises, Six are agents, one owns her own firm that specializes in real estate and property management and appraisal, and one is an executive with a real estate association. All are working in occupations relating to the education provided in the Master of Real Estate degree program. Forty Eight are self-employed.