

Errata

At Dearborn™ Real Estate Education, we are proud of our reputation for providing the most complete, current, and accurate information in all our products. We are committed to ensuring the kind of quality you rely on. Please note the following changes, which will be reflected in the next printing of *California Real Estate Practice, 12th Edition*.

This document contains a running list of revisions made since the text was first printed. Depending on what printing you have of the book, these revisions may or may not be included.

Page/Location	Reads Now	Should Be
Page 249	<p>In this unit, we talk about the marketing plan associated with taking a new listing. Once a listing is taken most real estate agents will do the standard marketing plan consisting of placing a sign on the property, putting it in the MLS and doing some light direct mail. However, the real estate licensee should also have a social media strategy in place.</p> <p>The unique aspect of Facebook advertising is that Facebook has a database of unique information on users. We consider what our interests are, where we are at any given time, and who our friends are. This allows marketing to be extremely targeted.</p> <p>For example, imagine that you have a listing in a given city on a home that has a wine cellar. You could take a picture of the wine cellar and create a Facebook ad around this image. Facebook allows you to target your audience based on interests, gender, age, and other demographic criteria. An agent could target users who live</p>	<p>In this unit, we talk about the marketing plan associated with taking a new listing. Once a listing is taken most real estate agents will do the standard marketing plan consisting of placing a sign on the property, putting it in the MLS and doing some light direct mail. However, the real estate licensee should also have a social media strategy in place.</p> <p>Many licensees use Facebook for advertising. In 2025, Meta, Facebook’s parent company, updated their advertising policies. Under these guidelines, housing advertisements must be designated within their Special Ad Category and cannot target users based on age, gender, ZIP code, or other demographic characteristics. However, you may still advertise based on property features. For example, imagine you have a listing in a given home that has a wine cellar. An ad could include photos of the wine cellar and call out storage capacity and entertaining features.</p>

	within 15 miles of the listing, are 35 and older, and have indicated interests in “wine,” “chardonnay,” or other relevant search terms relating to wine.	
P386	No separate license is required.	In California, a real estate broker (or salesperson acting under a broker) may arrange mortgage loans secured by real property. When originating residential mortgage loans, the broker or salesperson must also obtain a Mortgage Loan Originator (MLO) endorsement through the Nationwide Multistate Licensing System (NMLS) under the SAFE Act.
P386	RESPA rules.	federal disclosure requirements, including RESPA and TILA/Integrated Disclosure (TRID) rules.