

Real Estate English

Participant workbook: agency, fair housing, pricing, offers, disclosures, inspections, financing, closing, leasing, and transaction dialogue practice

Audience: advanced ESL learners working in real estate, leasing, property management, commercial real estate, transaction coordination, and related roles

Focus: high-level professional English for real estate workplaces, including agency, representation agreements, buyer and seller consultations, pricing, property descriptions, fair housing, offers, contingencies, inspections, appraisals, financing, disclosures, title, escrow, closings, leasing, commercial basics, and realistic transaction dialogue.

Designed for advanced ESL learners who work as agents, brokers, assistants, transaction coordinators, property managers, leasing staff, commercial real estate staff, relocation specialists, mortgage-adjacent staff, title-adjacent staff, or real-estate business partners.

Teaching stance: real estate English is trust, precision, and risk control under time pressure. Learners need language that is persuasive but not misleading, helpful but not discriminatory, confident but not legally careless. This curriculum teaches professional communication and judgment, not state-specific legal advice.

How to Use This Workbook

This workbook helps you sound precise, calm, and trustworthy in real estate conversations. The goal is not to memorize more terms. The goal is to explain role, evidence, risk, options, and next steps in a way clients and colleagues can act on.

Your starting point

- Which real estate conversations are hardest for you: buyer intake, listing price, fair housing questions, offer strategy, inspections, financing updates, leasing, or conflict?
- Which terms do you understand when reading but avoid when speaking?
- When a client asks a risky question, do you become too agreeable, too blunt, too vague, or too legalistic?
- What is one recent transaction conversation you wish you had handled more clearly?

Real Estate Workstream Language

Area	Useful verbs	Example sentence
Agency	represent, disclose, consent, document, refer	Before we tour, we need to clarify representation and compensation.
Search	prioritize, filter, compare, verify, narrow	Let's turn your preferences into objective search criteria.
Pricing	compare, adjust, justify, test, reposition	The price needs support from relevant comps and current competition.
Offers	structure, counter, waive, protect, negotiate	This term may strengthen the offer, but it increases your risk.
Transaction	coordinate, confirm, escalate, update, close	The open item is lender documentation, and the next update is due tomorrow.
Risk	disclose, document, pause, review, comply	We should route that question to broker or legal review before responding.

Practice Pages

Module 1. Agency, Representation, Compensation, and Trust

Real estate professionals need language for who they represent, what duties they owe, how compensation works, and what the client is agreeing to before advice becomes transaction-critical.

What you should be able to do

- Distinguish client, customer, agency, fiduciary duty, representation agreement, listing agreement, buyer agreement, dual agency, designated agency, and transaction brokerage.
- Explain written buyer agreements and compensation language without sounding defensive or evasive.
- Clarify when a professional can advise, when they must disclose, and when they should refer to legal, tax, lending, or inspection experts.

Practice task

Situation

A buyer wants a showing today but does not want to sign a representation agreement. Write a clear explanation of role, services, compensation, and options.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 2. Client Intake, Needs Analysis, and Property Search

Good real estate conversations move from emotion to criteria: budget, timeline, location needs, property type, financing readiness, risk tolerance, and decision process.

What you should be able to do

- Ask precise intake questions without sounding intrusive or robotic.
- Separate must-haves, nice-to-haves, deal breakers, assumptions, and tradeoffs.
- Respond to neighborhood, school, safety, and demographic questions with fair-housing-safe language and objective resources.

Practice task

Situation

A buyer asks whether an area is safe and good for families. Write a fair-housing-safe response that redirects to objective criteria and resources.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 3. Listings, Property Descriptions, Pricing, and Market Data

Listing and pricing language must be attractive, accurate, objective, and defensible. Learners need to discuss comps, condition, market movement, and seller expectations without overpromising.

What you should be able to do

- Use CMA, comp, active, pending, closed, DOM, concessions, list-to-sale ratio, appraisal, and absorption terminology accurately.
- Explain pricing strategy to a seller who wants a number above market evidence.
- Write property descriptions that highlight property features without discriminatory implications or unsupported claims.

Practice task

Situation

A seller wants to list above the CMA range. Prepare a pricing explanation using comps, market exposure, and an adjustment plan.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 4. Showings, Open Houses, Fair Housing, and Advertising

Showings and advertising create high-risk language moments. Real estate professionals must be warm, informative, and useful without steering, discriminating, or making claims they cannot support.

What you should be able to do

- Respond to questions about neighborhood, schools, crime, demographics, religion, families, disability access, and safety with appropriate objective-resource language.
- Explain fair housing concepts such as protected class, steering, redlining, blockbusting, reasonable accommodation, and discriminatory advertising.
- Handle open-house conversations with represented buyers, unrepresented buyers, and visitors who ask for advice outside the professional's role.

Practice task

Situation

A listing description says 'perfect for young families near a church community.' Rewrite it to focus on property features and compliance-safe language.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 5. Offers, Counteroffers, Negotiation, and Contingencies

Offer strategy requires precise language around price, financing, earnest money, contingencies, timelines, concessions, appraisal risk, inspection risk, and seller priorities.

What you should be able to do

- Use offer terminology accurately: earnest money, contingency, counteroffer, escalation clause, appraisal gap, seller concession, backup offer, possession, and rent-back.
- Explain tradeoffs between competitiveness and protection.
- Summarize competing offers without exaggeration, unauthorized disclosure, or pressure language.

Practice task

Situation

A buyer wants to waive inspection and appraisal protections to win. Write a risk explanation that does not tell the buyer what to do.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 6. Inspections, Repairs, Disclosures, and Due Diligence

After contract, language becomes tense. Learners need to discuss defects, repair requests, seller disclosures, inspection scope, specialist referrals, and deal uncertainty without blame or panic.

What you should be able to do

- Discuss inspection findings, material defects, seller disclosure, lead-based paint, property condition, repair requests, credits, and due diligence periods.
- Separate factual observation, expert opinion, negotiation strategy, and legal advice.
- Write repair-request and disclosure follow-up language that is clear, calm, and documented.

Practice task

Situation

An inspection finds serious issues. Write a repair request or credit request supported by the report and an estimate.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 7. Financing, Appraisal, Title, Escrow, and Closing

Closings depend on many parties and documents. Learners need language for mortgage status, underwriting conditions, Loan Estimate, Closing Disclosure, title issues, escrow, prorations, walk-through, and closing delays.

What you should be able to do

- Explain pre-approval, proof of funds, underwriting, conditional approval, clear to close, appraisal, title search, lien, escrow, prorations, Loan Estimate, Closing Disclosure, and cash to close.
- Coordinate updates among buyer, seller, lender, title, escrow, attorney, inspector, and brokerage without overstepping.
- Handle closing delays with timelines, owners, dependencies, and next steps.

Practice task

Situation

The lender is not ready for closing. Write a transaction update that names status, open conditions, owner, deadline, and possible impact.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Module 8. Leasing, Property Management, Commercial Basics, Ethics, and Crisis Scenarios

Real estate English is broader than residential sales. Learners need enough language for leases, screening, property management, commercial terms, referral boundaries, complaints, and reputational risk.

What you should be able to do

- Use leasing and commercial terms such as lease term, security deposit, rent roll, CAM, NNN, NOI, cap rate, LOI, TI allowance, estoppel, and operating expenses.
- Discuss tenant screening, reasonable accommodation, habitability, maintenance, rent collection, and lease enforcement with fairness and documentation.
- Respond to ethical pressure, referral-kickback risk, public complaints, and transaction breakdowns with documented, policy-aware language.

Practice task

Situation

A vendor offers event sponsorship in exchange for referrals. Draft a refusal and escalation note to your broker or compliance contact.

Role, document, or objective source

Risk, tradeoff, or next step

Final real estate response

Phrase Bank

Agency and role clarity

- Before I advise you as a client, we need to clarify representation and compensation.
- My role is to explain the process and market context; legal interpretation should come from your attorney.
- This agreement defines the services, term, compensation, and termination process.
- Because the relationship could create a conflict, we need clear disclosure and informed consent before proceeding.

Fair housing and objective resources

- I cannot steer you based on who lives in an area, but I can help you compare objective criteria.
- Let's define what matters to you: commute, schools, budget, property condition, noise, transit, or amenities.
- I can direct you to public resources so you can make your own neighborhood assessment.
- The safest description focuses on property features, not the type of person who might live there.

Pricing and market data

- The strongest price recommendation is the one we can defend with relevant comps.
- If we list above the evidence, we should agree now on a review point and adjustment plan.
- Active listings show competition; closed sales show what buyers actually paid.
- A premium price needs premium evidence: condition, location, scarcity, upgrades, or buyer demand.

Offer and negotiation

- A stronger offer is not only higher price; it is also certainty, timing, and cleaner terms.
- Waiving a contingency may make the offer more competitive, but it also changes your risk.
- Let's separate what we want, what we can support, and what we are willing to risk.
- I recommend we put the request in specific, document-supported terms.

Transaction coordination

- Here is the current status, the open item, the owner, and the deadline.
- I do not want to overpromise; I will confirm in writing once the lender updates us.
- This issue may affect closing timing, so I am escalating it now.
- Let's keep communication factual and avoid assigning blame before we know the cause.

Risk and ethics

- I cannot accept anything of value in exchange for referrals.
- If we know a material issue, hiding it creates more risk than documenting it.
- Let's pause and route this through the broker or compliance before responding.
- The client should understand the consequence before signing or waiving that term.

Personal Action Plan

Situation	Term or phrase I will practice	Evidence I used it well