

## CONTINUING EDUCATION COURSE SUPPLEMENT

# Code Switching in Real Estate: Professional Communication for Diverse Clients

Professional Appearance, Attire, and Visual Presentation Supplement

|                       |                                                                                           |
|-----------------------|-------------------------------------------------------------------------------------------|
| Provider              | HomesRX                                                                                   |
| Instructor            | Dr. Zakk Varughese                                                                        |
| Course Length         | Online                                                                                    |
| Course Focus          | Professional communication, nonverbal communication, and client-facing presentation       |
| Purpose of Supplement | To clarify how attire, grooming, and overall appearance relate directly to course content |

*Submitted as a supplemental explanation of course relevance and instructional scope.*

### 1. Purpose of This Supplement

This supplement explains why discussion of clothing, grooming, posture, body language, and overall visual presentation fits naturally within the course Code Switching in Real Estate: Professional Communication for Diverse Clients. In real estate, communication is not limited to spoken words or written messages. Clients also form impressions based on how an agent presents in different professional settings.

### 2. How Appearance Relates to Professional Communication

Appearance is a form of nonverbal communication. What an agent wears, how polished the agent appears, and whether the agent looks prepared for the setting can affect how clients interpret professionalism, credibility, confidence, approachability, and respect for the occasion. For that reason, visual presentation is appropriately discussed as one component of communication strategy in a client-facing profession.

**Key point: the course does not treat appearance as fashion advice. It treats appearance as a professional communication choice that can strengthen or weaken the message an agent is trying to send.**

### 3. Real Estate Contexts Where Visual Presentation Matters

- A listing presentation may call for attire that signals preparation, confidence, and respect for the client and property.
- A luxury property showing may require a more formal presentation than a land inspection, construction-site visit, or community outreach event.
- A first-time buyer seminar, neighborhood meeting, or public library class may call for a polished but approachable appearance that supports trust and engagement.
- An agent who understands how to adjust appearance to the setting is applying the same communication-awareness principles discussed throughout the course.

### 4. Skills Reinforced Through This Discussion

| Skill Area | How the Course Addresses It |
|------------|-----------------------------|
|------------|-----------------------------|

|                           |                                                                                                                                            |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>First impressions</b>  | Students consider how attire and grooming may affect a client's immediate perception of professionalism and readiness.                     |
| <b>Audience awareness</b> | Students learn to match presentation to setting, client expectations, and the type of service being delivered.                             |
| <b>Message alignment</b>  | Students evaluate whether appearance supports the tone, confidence, and credibility they intend to communicate.                            |
| <b>Risk reduction</b>     | Students identify how careless or distracting presentation can undermine trust, create confusion, or weaken the overall client experience. |

## 5. Professional Boundaries and Course Framing

The course approaches appearance in a narrow and professional manner. It does not require students to adopt a single look, nor does it encourage judgment based on protected characteristics or cultural stereotypes. Instead, it teaches that attire, grooming, body language, and overall presentation should be evaluated as practical components of professionalism, audience awareness, and nonverbal communication in real estate practice.

## 6. Suggested Supplemental Submission Language

Because the course addresses communication in both verbal and nonverbal forms, limited discussion of attire, grooming, and overall appearance is included as part of professional presentation. In a client-facing profession such as real estate, visual presentation can influence first impressions, consumer confidence, credibility, and professionalism. The course addresses these topics only as practical communication and risk-management issues tied to real estate service, and not as lifestyle, political, or identity-based instruction.

## 7. Additional Information That Supports Course Approval

- The topic is tied to professional communication and client service, both of which are directly relevant to daily real estate practice.
- The discussion is limited to nonverbal communication, professionalism, and setting-appropriate presentation.
- The supplement strengthens the connection between course content, consumer confidence, and practical skill development.
- The course remains focused on professional conduct, fair service, and communication effectiveness rather than personal ideology or fashion trends.