

## CONTINUING EDUCATION COURSE SYLLABUS

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

Prepared for online instruction and student reference

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|-------------------------------|---------------------------------------------------------------------------------------|
| <b>Provider</b>               | HomesRX                                                                               |
| <b>Instructor</b>             | Dr. Zakk Varughese                                                                    |
| <b>Course Type</b>            | Continuing Education                                                                  |
| <b>Requested CE Credit</b>    | 2 hours                                                                               |
| <b>Instructional Delivery</b> | Online                                                                                |
| <b>Subject Area</b>           | Professional communication, client service, ethics, fair housing, and risk management |
| <b>Audience</b>               | Real estate licensees and other eligible real estate professionals                    |

*This syllabus outlines the course content, learning objectives, timed agenda, instructional methods, and participation expectations for the 2-hour continuing education course.*

**Syllabus overview.** This document provides students and instructors with a clear guide to the course purpose, structure, expected skills, and online course schedule.

## 1. Course Information

|                  |                                                                                                      |
|------------------|------------------------------------------------------------------------------------------------------|
| Course Title     | Code Switching in Real Estate: Professional Communication for Diverse Clients                        |
| Course Length    | 2 Hours                                                                                              |
| Provider         | HomesRX                                                                                              |
| Provider Contact | Dr. Zakk Varughese   HomesRX@outlook.com   (601) 667-8414                                            |
| Primary Focus    | Improving communication, professionalism, client service, and risk awareness in real estate practice |

## 2. Course Description

This course examines how communication style, tone, language choice, and professional presentation affect client relationships in real estate. Students explore the concept of code switching in a professional context and learn how communication may be adapted across clients, transactions, and business settings while maintaining professionalism, authenticity, fairness, and compliance with ethical and fair housing responsibilities.

Through practical real estate examples, guided discussion, and scenario analysis, participants will identify communication habits that build trust, reduce misunderstandings, improve negotiations, and strengthen client service.

## 3. Course Purpose

The purpose of this course is to provide real estate professionals with practical communication tools that support better client service, clearer interactions, stronger professional judgment, and reduced risk in day-to-day practice.

## 4. Learning Objectives

1. Define code switching in a professional communication context.
2. Explain how communication style affects trust, rapport, and client experience.
3. Identify communication barriers that arise in diverse real estate settings.
4. Apply communication strategies in consultations, showings, and negotiations.
5. Recognize when communication choices create ethical or professional risk.
6. Use tone, word choice, and delivery to strengthen professionalism.
7. Identify fair housing and ethics issues related to communication.
8. Develop habits that reduce misunderstandings and improve service outcomes.

## 5. Skills Students Can Expect to Learn or Improve

| Communication Skills                                                                                                                                                                                                                                                                 | Professional Practice Skills                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Active listening and clarifying questions</li> <li>• Professional tone in text, email, and in-person settings</li> <li>• Rapport-building across different client styles</li> <li>• De-escalation during stressful conversations</li> </ul> | <ul style="list-style-type: none"> <li>• Risk spotting in language and messaging</li> <li>• Fair housing aware communication habits</li> <li>• Clearer negotiation and follow-up techniques</li> <li>• More consistent and consumer-focused service</li> </ul> |

## 6. Instructional Methods

Instruction is delivered through lecture, guided discussion, scenario-based analysis, short interactive exercises, and instructor-led examples drawn from common real estate situations.

## 7. Timed Course Outline

*Total instructional time: 120 minutes*

| Section                                         | Time   | Topics Covered                                                                             |
|-------------------------------------------------|--------|--------------------------------------------------------------------------------------------|
| Introduction and Course Overview                | 10 min | Welcome, course purpose, communication relevance, and review of learning objectives.       |
| Understanding Code Switching                    | 20 min | Definition, professional context, tone, word choice, pacing, and delivery across settings. |
| Communication in Real Estate Practice           | 20 min | Buyer consultations, listing appointments, showings, negotiations, and follow-up.          |
| Common Missteps and Their Impact                | 20 min | Assumptions, unclear language, tone problems, and how poor communication damages trust.    |
| Ethics, Fair Housing, and Risk Reduction        | 20 min | Equal service, boundary issues, bias concerns, and communication as a compliance tool.     |
| Practical Strategies for Stronger Communication | 20 min | Active listening, reading client needs, clarifying expectations, and de-escalation.        |
| Scenario Discussion, Review, and Questions      | 10 min | Instructor-led examples, takeaway review, and final discussion.                            |

## 8. Student Materials

| Provided in Class                                                                                                                                                           | Used During Instruction                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Course handout</li><li>• Course outline</li><li>• Scenario discussion sheet</li><li>• Notes pages</li><li>• Quiz printout</li></ul> | <ul style="list-style-type: none"><li>• Slide presentation</li><li>• Instructor examples</li><li>• Guided discussion prompts</li><li>• Case-study scenarios</li><li>• End-of-course review quiz</li></ul> |

## 9. Attendance and Completion Requirements

Students must attend the full instructional period, comply with all attendance verification procedures, and complete any required course assessment or participation activity in order to receive continuing education credit.

Photography and videography are not permitted during class without prior approval from the provider or instructor.

## 10. Instructor Information

### **Dr. Zakk Varughese**

Real Estate Broker | Doctor of Education | College Professor

Member, Real Estate Education Association

HomesRX | Brandon, Mississippi

## 11. Course Summary

This course is designed to help real estate professionals communicate more effectively with diverse clients while preserving professionalism, fairness, authenticity, and sound judgment. By the end of the class, participants should leave with practical tools they can apply immediately in consultations, negotiations, follow-up, and everyday client service.