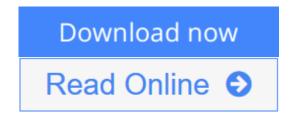


Essentials of Real Estate Economics

By Dennis J. McKenzie, Richard M. Betts, Carol A. Jensen



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Through a direct and practical approach, this text presents the current economic factors that affect the real estate market and cause real estate values to change. Case & Point features throughout provide thought-provoking application of concepts and help generate discussion. No formal background in economics is required for both salesperson and broker candidates to gain a solid understanding of economic and finance principles that are fundamental to achieving success in the real estate field.



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Presented in a direct, practical manner, this text focuses on the factors that cause real estate values to change. It is ideal for students with no formal math or economics background. Applications to the real estate market are non-quantitative.

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