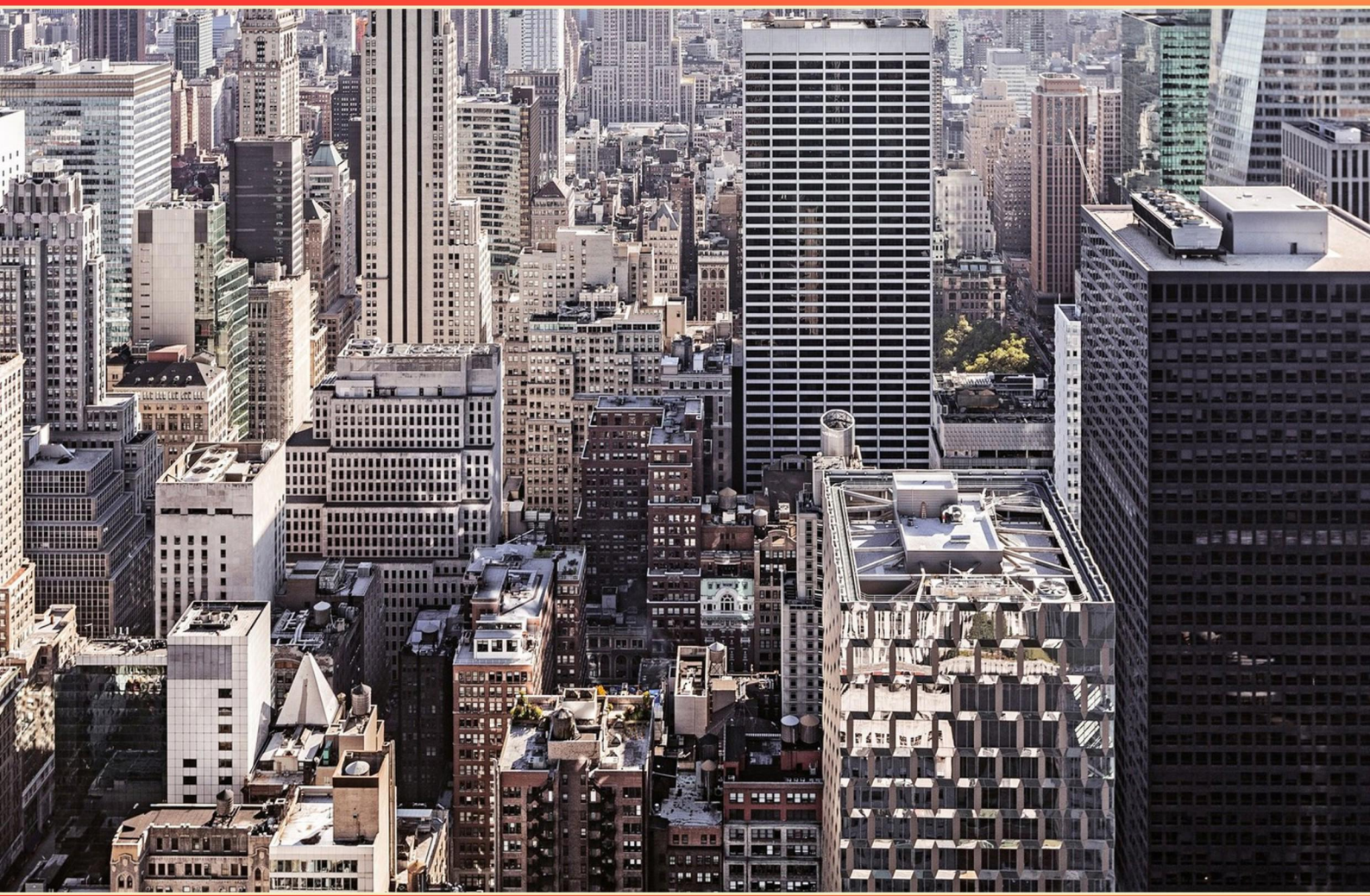
CHAMPIONS REAL ESTATE MARKETING SAE PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR THE FULL VERSION STUDY GUIDE

https://championsrealestatemktgsae.examzify.com

Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright 1

Table of Contents 2

Introduction 3

How to Use This Guide 4

Questions 5

Answers 8

Explanations 10

Next Steps 16

SAMPLE

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

SAMPLE

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

SAMPLE

Questions

SAMPLE

1. **Kathy's direct communication style indicates that she is probably a _____.**

   A. Driver

   B. Analyzer

   C. Expressive

   D. Relater

2. **At what emotional phase is the buyer typically ready to make a purchase?**

   A. Explore

   B. Act

   C. Evaluate

   D. Post-purchase

3. **What is the maximum penalty for subsequent violations of the Fair Housing Act?**

   A. 75,000

   B. 100,000

   C. 150,000

   D. 200,000

4. **A personality type known for community involvement and generosity is referred to as:**

   A. Urchin

   B. Dolphin

   C. Whale

   D. Shark

5. **What characterizes secondary research compared to primary research?**

   A. It is easier and quicker to conduct

   B. It is generally more in-depth and can be complex

   C. It requires fewer resources

   D. It is limited to local data sources

SAMPLE

6. A personality type that is competitive and focused on big ideas is classified as a:

A. Whale

B. Dolphin

C. Shark

D. Urchin

7. Which of the following statements is TRUE regarding sellers' disclosures in Texas?

A. They are optional for sellers.

B. Sellers must disclose known defects.

C. Only licensed agents need to fill them out.

D. They are not required for properties over 10 years old.

8. Which word is often used to clearly identify the advertiser as a broker?

A. Broker

B. Real Estate

C. Realtor

D. Representatives

9. What is the primary function of the Canons of Professional Ethics and Conduct?

A. To define real estate regulations

B. To guide professional behavior and ethics

C. To outline sales tactics

D. To provide legal definitions

10. Which type of research is focused on the customer, using tools like email surveys?

A. Secondary research

B. Qualitative research

C. Primary research

D. Market research

SAMPLE

Answers

SAMPLE

1. A
2. B
3. C
4. C
5. B
6. C
7. B
8. C
9. B
10. C

SAMPLE

Explanations

SAMPLE

1. Kathy's direct communication style indicates that she is probably a _____.

A. Driver

B. Analyzer

C. Expressive

D. Relater

A direct communication style is typically associated with a Driver personality type. Drivers are characterized by their focus on results and efficiency, often preferring to cut to the chase and communicate in a straightforward manner. This style is effective in business settings where clarity and decisiveness are valued. In contrast, an Analyzer tends to be more analytical and detail-oriented, which may lead to a more reserved communication style that involves extensive data and facts. An Expressive personality is usually more social and enthusiastic, often prioritizing relationship-building and emotive communication over directness. Relaters generally favor a more amiable approach, emphasizing cooperation and harmony in their interactions. Therefore, Kathy's direct communication style aligns closely with the traits and preferences of a Driver. This indicates that she is likely results-driven and straightforward in her interactions, which is typical of individuals who exhibit a Driver personality.

2. At what emotional phase is the buyer typically ready to make a purchase?

A. Explore

B. Act

C. Evaluate

D. Post-purchase

The correct phase in which a buyer is typically ready to make a purchase is the Act phase. At this point, the buyer has already moved through the earlier stages of the buying process, including exploring options and evaluating potential purchases. During the Explore phase, buyers are gathering information and considering their needs without any commitment to buy. In the Evaluate phase, they critically assess various options based on criteria that are important to them, such as price, quality, and suitability. However, it is in the Act phase where the decision is made to proceed with the purchase. This is characterized by the buyer's readiness to take action, often influenced by their evaluation of the available options. Once they reach this point, they have determined which product or service best meets their needs, making them prepared to finalize the transaction. The Post-purchase phase, on the other hand, occurs after the purchase has been made and focuses on the buyer's satisfaction and reflection on their decision. Understanding these phases helps recognize the buyer's journey and the motivations that drive them toward making a purchase decision.

SAMPLE

3. What is the maximum penalty for subsequent violations of the Fair Housing Act?

A. 75,000

B. 100,000

C. 150,000

D. 200,000

The Fair Housing Act establishes penalties for discriminatory practices in housing. For subsequent violations, the maximum civil penalty is indeed set at $150,000. This increasing scale of penalties for repeat offenders serves as a strong deterrent against continued discriminatory practices and upholds the intent of the Act, which is to ensure equal housing opportunities for all individuals. Understanding the consequences of violating the Fair Housing Act is crucial, as it underscores the commitment to combating discrimination in housing practices. The penalties are structured to escalate with the frequency of violations, reflecting the seriousness of adhering to fair housing principles and the law.

4. A personality type known for community involvement and generosity is referred to as:

A. Urchin

B. Dolphin

C. Whale

D. Shark

The personality type characterized by community involvement and generosity is referred to as the Whale. This term reflects individuals who are often seen as nurturing, supportive, and willing to invest time and resources into their communities, making them key players in philanthropic efforts and social initiatives. Whales tend to prioritize relationships and the well-being of others, traveling deep into community involvement, and contributing in meaningful ways to enhance the lives of those around them. In contrast, the other options do not typically embody the same spirit of community involvement and generosity. The urchin might represent a more solitary or self-focused personality, while the dolphin is often associated with playfulness but not necessarily with the same depth of community commitment. The shark, on the other hand, is usually characterized as aggressive and self-serving, lacking the nurturing traits attributed to Whales. Therefore, the distinction of the Whale as a supportive and generous personality is clear, aligning perfectly with the values of community involvement.

SAMPLE

5. What characterizes secondary research compared to primary research?

A. It is easier and quicker to conduct

B. It is generally more in-depth and can be complex

C. It requires fewer resources

D. It is limited to local data sources

Secondary research is characterized primarily by its reliance on data that has already been collected and published by others. This approach often results in ease and speed of data retrieval since it utilizes existing information from sources such as academic journals, market research reports, government publications, and other research studies. Because secondary research compiles and synthesizes data from such sources, it typically provides a broader perspective rather than an in-depth analysis of a specific issue, which is usually the domain of primary research that involves original data collection. Therefore, while secondary research can be comprehensive in its analysis of existing data, it may not delve as deeply into unique aspects as primary research. The collected data reflects insights from various contributors, but this overview does not necessarily equate to more detailed investigations. The other options do not quite capture the essence of secondary research. Although it is indeed often easier and requires fewer resources compared to conducting primary research, these traits don't accurately convey the depth and scope of research itself. Additionally, secondary research is not limited to local data sources; it can encompass a wide range of global or national data, depending on the available publications and studies. Thus, the correct understanding of secondary research is that it generally provides a broader synthesis of previously collected data, rather than depth

6. A personality type that is competitive and focused on big ideas is classified as a:

A. Whale

B. Dolphin

C. Shark

D. Urchin

The personality type that is competitive and focused on big ideas, classified as a Shark, is characterized by a desire to win and achieve high-level goals. Individuals with this personality tend to be assertive, ambitious, and often take the lead in competitive situations. They thrive in environments where they can challenge themselves and others, pushing boundaries to reach their objectives. In the context of real estate and marketing, Sharks are typically seen as individuals who seek out opportunities and are not afraid to take risks. They are strategic thinkers who can conceptualize large-scale plans and initiatives, making them well-suited for tasks that require visionary thinking and competitive positioning. Understanding personality types like Shark is important in team dynamics and client interactions, as it allows professionals to effectively tailor their communication and collaboration strategies to leverage each member's strengths.

SAMPLE

7. Which of the following statements is TRUE regarding sellers' disclosures in Texas?

A. They are optional for sellers.

B. Sellers must disclose known defects.

C. Only licensed agents need to fill them out.

D. They are not required for properties over 10 years old.

The correct choice relates to the responsibility of sellers in Texas regarding the disclosure of known defects in their property. Texas law mandates that sellers provide a written disclosure statement that outlines any known material defects in the property. This requirement is in place to ensure that potential buyers are informed of any significant issues that could affect their decision to purchase the property. By obligating sellers to disclose known defects, the law aims to promote transparency in real estate transactions and protect consumers from unexpected problems after the sale. This requirement applies regardless of the age of the property, meaning sellers cannot evade their disclosure responsibilities based on how long the property has been on the market. While licensed agents can assist sellers in completing disclosure forms, the responsibility lies primarily with the sellers themselves to report any known issues. Therefore, sellers are held accountable for the accuracy and completeness of the information provided in these disclosures, which underscores the importance of honesty in the transaction process.

8. Which word is often used to clearly identify the advertiser as a broker?

A. Broker

B. Real Estate

C. Realtor

D. Representatives

The term "Realtor" is specifically associated with members of the National Association of Realtors (NAR) and is a designation that identifies real estate professionals who adhere to a strict code of ethics. Using "Realtor" in advertising not only clarifies the individual's connection to the brokerage but also conveys a commitment to professionalism in the real estate transaction process. This designation is a recognized brand within the industry, offering an assurance to consumers regarding the agent's qualifications and adherence to ethical standards. In contrast, options like "Broker," "Real Estate," and "Representatives" can be more generalized and may not carry the same weight or recognition in identifying a professional in the real estate market. While "Broker" might indicate someone's level of licensure, it does not necessarily denote membership to a professional association that promotes ethical practices, like "Realtor" does. The other terms could refer to a variety of roles within the industry, further lacking the specificity needed to clearly identify an individual as a broker. Hence, "Realtor" serves as the most definitive term for this purpose.

SAMPLE

9. What is the primary function of the Canons of Professional Ethics and Conduct?

A. To define real estate regulations

B. To guide professional behavior and ethics

C. To outline sales tactics

D. To provide legal definitions

The primary function of the Canons of Professional Ethics and Conduct is to guide professional behavior and ethics. This framework establishes the standards and principles that real estate professionals should adhere to in their interactions with clients, colleagues, and the public. By emphasizing ethical conduct, the Canons help maintain the integrity of the real estate profession and promote trust among stakeholders. The focus on guiding behavior means that real estate agents and brokers are encouraged to operate in a manner that is not only legally compliant but also morally sound, fostering a culture of responsibility and accountability within the industry. This is crucial since real estate transactions often involve significant financial and emotional investment from clients. The other choices, while related to the real estate profession, do not capture the primary focus of the Canons. Options related to regulating real estate or providing legal definitions address different aspects of real estate practice and governance but do not define the ethical standpoints that are essential to fostering positive professional relationships. Sales tactics pertain more to strategies for closing deals rather than the ethical framework guiding those interactions.

10. Which type of research is focused on the customer, using tools like email surveys?

A. Secondary research

B. Qualitative research

C. Primary research

D. Market research

The correct answer is primary research, which is focused directly on collecting data from customers or potential customers through various methods. One common approach in primary research is utilizing tools like email surveys, which allow businesses to gather firsthand information directly from their target audience. This type of research aims to obtain specific insights about customer preferences, behaviors, and opinions, ensuring that the data is relevant and tailored to the particular needs of the organization. Primary research stands out because it provides original data that has not been previously collected or analyzed, giving businesses fresh insights that can be used to inform marketing strategies, product development, and customer service improvements. In contrast, secondary research involves analyzing existing data collected by others, such as reports or studies, which doesn't specifically target the current needs or conditions of the business's customer base. While qualitative research focuses more on understanding the underlying reasons and motivations behind customer behaviors, it is a subset of primary research that emphasizes depth over breadth. Market research is a broader term that encompasses both primary and secondary research methods used to understand market dynamics and consumer behavior.

SAMPLE

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

https://championsrealestatemktgsae.examzify.com

We wish you the very best on your exam journey. You've got this!

SAMPLE