Real Estate Education: Past, Present and Future—The Search for a Discipline

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Abstract

We are making headway, with difficulty, in our understanding and teaching of real estate subject matter. Until about 1960, heavy emphasis was on license preparation, salesmanship and professional development. The Gordon-Howell and Pierson reports led to a complete rethinking of real estate instruction at the university level. A problem solving approach is currently the key to respectability. Two versions of this approach are the (1) multidisciplinary and (2) financial management. Highest and best use promises to provide an acceptable social ethic for real estate education and implies the need for efficient real estate markets for optimum allocation of resources.

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