

Texas Real Estate Marketing Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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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.

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!

Questions

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- 1. Mass Marketing is defined as using a single marketing strategy to reach all customers and focusing on high sales and low prices. Which option best completes this description?**
 - A. Customization for each customer**
 - B. A broad set of differentiated campaigns**
 - C. High sales and low prices**
 - D. Premium branding for niche markets**

- 2. In the IDEA process, what is the third step?**
 - A. Identify**
 - B. Diagnose**
 - C. Explore**
 - D. Act**

- 3. In the progression-regression framework, which scenario illustrates regression?**
 - A. Largest home on the block**
 - B. A mid-range home**
 - C. The smallest house in the block**
 - D. A newly built home**

- 4. As of 2017, how many blogs were posted around the world every single day?**
 - A. 2 million**
 - B. 1 million**
 - C. 5 million**
 - D. 10 thousand**

- 5. An agent who writes down a definitive target income amount for the upcoming year has created a _____?**
 - A. Broad Goal**
 - B. Highly Specific Goal**
 - C. General Plan**
 - D. Ambitious Target**

- 6. If price decreases, which statement best describes the relationship between demand and supply?**
- A. Demand is declining in relation to supply**
 - B. Demand increases with supply**
 - C. Supply exceeds demand**
 - D. Price elasticity increases**
- 7. Under Economic Principles, which term is listed?**
- A. Appraisers**
 - B. Market Trends**
 - C. Conformity**
 - D. Title Companies**
- 8. Which test is used to verify that the site's physical form, size, and layout can support a proposed use?**
- A. Maximally productive use**
 - B. Legally permissible use**
 - C. Physically possible use**
 - D. Financially feasible use**
- 9. Which third-party source around the state and nation provides updates on home sales, new construction, foreclosures, refinances, and purchase loan data helpful to agents?**
- A. Value**
 - B. Market Trends**
 - C. Title Companies**
 - D. Appraisers**
- 10. According to the National Association of Realtors, what percentage of real estate agents market properties with video?**
- A. 20%**
 - B. 5%**
 - C. 70%**
 - D. 50%**

Answers

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

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Explanations

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1. Mass Marketing is defined as using a single marketing strategy to reach all customers and focusing on high sales and low prices. Which option best completes this description?

- A. Customization for each customer**
- B. A broad set of differentiated campaigns**
- C. High sales and low prices**
- D. Premium branding for niche markets**

Mass Marketing aims to reach a broad audience with one marketing approach, often competing on price and volume rather than customization. The description given emphasizes using a single strategy to reach all customers and focusing on high sales and low prices, which is exactly how mass marketing is typically executed—aiming for broad reach and price-driven appeal to drive large volumes. This aligns with the idea of selling to many buyers with one message rather than tailoring for individuals. Customization for each customer signals a segmented or personalized approach, not mass marketing. A broad set of differentiated campaigns points to multiple messages for different groups, which breaks from the single strategy aspect. Premium branding for niche markets targets a smaller, specialized audience, also opposite to the mass-market goal.

2. In the IDEA process, what is the third step?

- A. Identify**
- B. Diagnose**
- C. Explore**
- D. Act**

The third step focuses on exploring options to address the issue. After you've identified what's wrong and analyzed its root causes, you don't jump straight to action. This step is about generating and evaluating possible strategies, considering factors like feasibility, cost, time, impact, and risks. By exploring a range of approaches, you compare what could work and how well it fits your goals and constraints, which helps you choose the most effective path to implement in the next stage.

3. In the progression-regression framework, which scenario illustrates regression?

- A. Largest home on the block**
- B. A mid-range home**
- C. The smallest house in the block**
- D. A newly built home**

In this framework, a property's value is influenced by the values of its neighbors: progression raises value when neighbors are higher-valued, while regression lowers value when neighbors are lower-valued. The scenario described as regression involves a property whose value is pulled down by surrounding lower-valued properties, pulling the property toward the neighborhood average. A newly built home can illustrate regression because, even though it's new and may be high-quality, its value can be dampened by surrounding older, smaller homes. Buyers compare it to nearby properties, and the block's overall market level can drag the newly built home's value toward the neighborhood norm rather than keeping it at the top end. The presence of lower-valued neighboring homes exerts downward pressure, which is the essence of regression.

4. As of 2017, how many blogs were posted around the world every single day?

A. 2 million

B. 1 million

C. 5 million

D. 10 thousand

Think about the scale of online publishing. By 2017, the blogging world was producing content at a massive rate, and a commonly cited figure is about two million new blog posts each day worldwide. This estimate sits in the middle of the plausible range and aligns with analytics trackers and platform data from that era. The other options don't fit as well: ten thousand per day is far too small for the activity across all platforms, one million undercounts what multiple major platforms were generating daily, and five million would be higher than the typical daily total reported at that time. So, two million posts per day is the best-supported estimate for 2017.

5. An agent who writes down a definitive target income amount for the upcoming year has created a _____?

A. Broad Goal

B. Highly Specific Goal

C. General Plan

D. Ambitious Target

Setting a goal with a definite income amount makes it highly specific and measurable. When the target is a concrete dollar figure, you can clearly plan actions to reach it, track progress week by week, and adjust strategies if numbers aren't on track. This concrete target turns ambition into a tangible objective you can achieve and evaluate, which is why it fits a disciplined real estate marketing mindset well. Other options are less effective because they describe vague aspirations or broad plans rather than a precise, trackable target. A broad goal lacks the exact figure needed to measure success, a general plan focuses on steps without tying them to a numeric outcome, and an ambitious target, while motivating, may not be anchored in a specific, attainable quantity.

6. If price decreases, which statement best describes the relationship between demand and supply?

A. Demand is declining in relation to supply

B. Demand increases with supply

C. Supply exceeds demand

D. Price elasticity increases

When price moves, demand and supply respond in opposite ways. A decrease in price makes more buyers want to purchase the good, so quantity demanded rises, while producers are less willing to produce at the lower price, so quantity supplied falls. This combination pushes the market toward a point where demand is greater than supply, creating a shortage. In that situation, buyers are willing to purchase more than sellers are offering, and pressure on price tends to push it back up toward equilibrium. A surplus—where supply exceeds demand—occurs when the price is higher than the equilibrium level, not when it decreases. So the outcome of a price drop is that demand exceeds supply, leading to a shortage and upward pressure on price to restore balance.

7. Under Economic Principles, which term is listed?

- A. Appraisers**
- B. Market Trends**
- C. Conformity**
- D. Title Companies**

The main idea is that Economic Principles cover not just abstract market forces but the components that enable real estate transactions to function smoothly. Title Companies fit here because they provide essential transactional infrastructure—ensuring clear title, handling title insurance, and guiding closings—whose reliability and efficiency support market activity and confidence. Without this infrastructure, even strong demand and accurate valuations couldn't translate into real deals. The other terms are more closely tied to valuation and neighborhood dynamics rather than the transactional framework that Economic Principles encompasses. So, Title Companies is the term listed under Economic Principles.

8. Which test is used to verify that the site's physical form, size, and layout can support a proposed use?

- A. Maximally productive use**
- B. Legally permissible use**
- C. Physically possible use**
- D. Financially feasible use**

The test focuses on physical feasibility: can the site's actual dimensions, shape, and layout support the proposed use. This means checking whether the land can physically accommodate the project, considering things like building footprint, setbacks, parking, circulation, grade changes, and utility access. If the site can't physically fit the plan, the proposal fails this test even if it's legally permitted or economically attractive. Legally permissible use looks at zoning and regulations, financially feasible use examines costs and returns, and maximally productive use asks which allowed option yields the highest value. So the test about physical form, size, and layout is the physically possible use.

9. Which third-party source around the state and nation provides updates on home sales, new construction, foreclosures, refinances, and purchase loan data helpful to agents?

- A. Value**
- B. Market Trends**
- C. Title Companies**
- D. Appraisers**

When agents need timely, broad market data on home sales, new construction, foreclosures, refinances, and purchase loan activity across the state and nation, a title company is a strong third-party source. Title companies handle closings and maintain public records and lender information for many transactions, giving them direct access to a wide range of data points. This ongoing involvement with real estate deals allows them to compile market updates and trend information that reflect current activity in sales pace, construction starts, foreclosure levels, refinance volumes, and loan activity. This broad, transaction-based insight is particularly useful for agents trying to gauge market conditions, price properties, or counsel clients on timing. Other sources can offer insights, but they don't typically provide the same breadth of data tied to actual closings and public records. Appraisers focus on the value of individual properties, and general market trend reports summarize conditions rather than deliver the ongoing, comprehensive data agents rely on. That's why title companies are the best fit for these updates.

10. According to the National Association of Realtors, what percentage of real estate agents market properties with video?

- A. 20%**
- B. 5%**
- C. 70%**
- D. 50%**

Video marketing is a powerful way to showcase a property, especially online where buyers search. The National Association of Realtors reported that only a five percent share of agents marketed properties with video. This makes five percent the best answer because it reflects the documented level of adoption at that time. The other numbers would imply much more widespread use, which the survey did not show. Keep in mind that, as platforms evolve and costs come down, video adoption tends to grow over time.

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://txrealestatemarketing.examzify.com>

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

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