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For Immediate Release

\$25,000 Research Project to Establish Test
To Show Whether Real Estate Salesman Will Succeed

A test that will show a person whether he would succeed in the real estate sales field will be available within a year if a research project by three universities with a \$25,000 grant pays off.

The basic test model has already been designed by Prof. Clifford Baird of the School of Business and Economics of Wilfrid Laurier University, Waterloo.

Now, the grants committee of the Ontario fund of the Canadian Real Estate Boards Association has funded a major research project designed to broaden the base of the research project to make it useable across the province.

Working with Prof. Baird will be Dr. Richard Lonetto of the psychology department of the University of Guelph, and David Williams of the psychology department of the University of Western Ontario, London.

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"Once the system has demonstrated its validity, any individual interested in selling real estate would be able to take a test at a cost of about \$25 and obtain an analysis of his or her potential for success," Prof. Baird said.

The system will also include a counselling function. This would allow researchers to make occupational recommendations to the applicant based on the data supplied by the test."

"In other words, a person taking the test may discover he's just not suited to sell real estate," the WLU professor said. "But the test might indicate that he would be a whiz as an accountant."

Prof. Baird said that the opportunity to get immediate results will be helpful to the prospective real estate salesperson. It will do away with tension and emotional stress that often results when a person enters the field without knowing what potential he really has.

Preliminary work on refining the program is already under way. The research team will be working closely with the real estate association's education committee to ensure its continuing value to the real estate industry.

Added Prof. Baird, "In an industry that historically has been characterized by a high rate of turnover, it is increasingly important that employers have some means of evaluating and screening individuals who may want to enter the field.

"Unfortunately, there is now no documented research material that really helps an employer in hiring potentially great - or even good sales staff. We hope this test we are developing will go a long way to meeting that need."