# Omega Graduate School

# Dissertation Research Prospectus Template (Pre-Proposal)

**Title**

Influence of Formal Mentoring Programs on

Ethical Awareness in the Real Estate Industry

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# Problem Statement

Real estate professionals lack formal mentoring programs to inform their ethical awareness which lead to unethical practices (CITE).

# Purpose Statement

The purpose of this study is designed to compare ethical awareness of real estate professionals with formal mentoring and those who do not .

# Research Question

# RQ: What differences exist, if any, in ethical awareness between real estate professionals with formal mentoring programs and those without formal mentoring programs?Background of the Problem

The Realtor Code of Ethics provides a minimum standard of services to the consumer. Since the consumer's real estate transaction can be one of the most significant investments, a higher quality of services should be expected from a real estate professional and the company represented (Blackburn & McGhee, 2004). Like other professional industries, some of the common pitfalls consumers experience are either due to lack of (a) training or (b) professional ethics. There are trade-offs with the cost associated with training and downtime of production by the Managing Broker. Most Managing Brokers actively list and sell to supplement the cash flow and stay competitive in the marketplace; they are in direct competition with the agents in the company (Filisko, 2014). Resources, either in-office training staff or outsourcing opportunities for training for implementing a mentoring program, can be crucial to provide the real estate industry with the necessary tools to implement a company culture of ethics awareness.

The pattern of thinking to be able to transform the perception in the real estate industry to that of ethical business practices with integrity must be exhibited from the Managing Broker to the agents as an example for other leaders in the real estate industry and other community leaders to follow. The Broker influences the culture of the organization by setting an example of ethical behavior to transform the real estate industry's perception and establish professional, ethical business practices with integrity (Walker, 2013, p. 460). God has directed the path for those who have the calling to be in the marketplace and start a movement to make changes, so the consumer will trust the professionals to provide service in the best interest of the consumer. When agents can connect to a real estate company with clear core value-driven organizational concepts, including ethical business practices with integrity, only then can they become a model for others to follow in the community.

# Significance

This study will contribute to the gap in research of the impact of formal mentoring programs for real estate professionals resulting in raising the bar beyond the minimum standards of professionalism and ethical awareness traditionally based on the “Realtor Code of Ethics.”

# Instrumentation

# Research Methodology

This study will utilize quantitative methodology because hypotheses derived from research questions will be tested using statistical analysis. The methodology used in this research project of a non-experimental research design using comparative statistical analysis between participants that require formal mentoring and participants that do not require formal mentoring. In addition, this prospectus includes the thesis statement, hypotheses, operational definitions, assumptions about methodological limitations of the study, ethical standards, procedures for gathering data, and procedures for analyzing data.

# Theoretical/Conceptual Framework

**Operational Definitions**: The focus of the operational definitions was formulated based on the following terms as defined (Ingerson 2014):

EC1 – Ethical Concern (Respect): What does an individual feel and think about an ethical situation as it occurs? The sum of items one through five responses on the five Likert scale results in ethical concern analysis.

EC2 – Ethical Consistency (Fairness): Does their behavior support the individual’s consistency to do the right thing? The sum of items six through ten responses on the five Likert scale results in ethical consistency analysis.

EI – Ethical Integrity (Responsibility): Is the individual's integrity supported by a combination of ethical concern and consistency? The sum of items eleven through sixteen responses on the five Likert scale results in ethical integrity analysis.

EB – Ethical Behavior (Honesty): Is the individual’s ethical behavior consistent with ethical integrity? The sum of items seventeen through twenty responses on the five Likert scale results in the ethical behavior analysis.

Formal Mentoring : …

# Instrumentation

The Ethical Position Questionnaire (EPQ), author Donalson R. Forsyth (2008), is the survey for the statistical research analysis. “Donalson R. Forsyth is the author of this instrument and agreed for it to be included in the MIDSS database by the Creative Commons Attribution-Non-Commercial 3.0 license.”

# Research Design

The research methodology is non-experimental, using comparative statistical analysis. A statistical analysis of the difference between the formal mentoring individuals and the individuals that do not require formal mentoring will be analyzed and evaluated using quantitative analysis with WINKS Statistical software application.

# Population and Sampling

A convenience sampling method will be utilized. Participants will be recruited from the Greater Huntsville Association of Realtors (HAAR) Staff with a population of approximately 3,000 members. In addition, participants will be recruited from a formal mentoring group at eXp Realty International with a population of approximately 1,000 mentees. The total target population will be approximately 4,000 realtors comprising both groupsThe only inclusion criterion is that participants are actively licensed real estate professionals.

The sample size will be composed of 50-100 participants.

**Hypotheses**

**H01**: There is no statistically significant difference in ethical awareness regarding **ethical concerns** between real estate professionals with required formal mentoring programs and those without required formal mentoring programs.

**Ha1**: There is a statistically significant difference in ethical awareness regarding **ethical concerns** between real estate professionals with required formal mentoring programs and those without formal mentoring programs.

**H02**: There is no statistically significant difference in ethical awareness regarding **ethical consistency** between real estate professionals with required formal mentoring programs and those without formal mentoring programs.

**Ha2**: There is a statistically significant difference in ethical awareness regarding **ethical consistency** between real estate professionals with formal mentoring programs and those without formal mentoring programs.

**H03**: There is no statistically significant difference in ethical awareness regarding **ethical integrity** between real estate professionals with formal mentoring programs and those without formal mentoring programs.

**Ha3**: There is a statistically significant difference in ethical awareness regarding **ethical integrity** between real estate professionals with formal mentoring programs and those without formal mentoring programs.

**H04**: There is no statistically significant difference in ethical awareness regarding **ethical behavior** between real estate professionals with formal mentoring programs and those without formal mentoring programs.

**Ha4**: There is a statistically significant difference in ethical awareness regarding **ethical behavior** between real estate professionals with formal mentoring programs and those without formal mentoring programs.

# Data Analysis Plan

**Quantitative:** The data will be collected and organized into an Excel spreadsheet and exported into WINKS for statistical analysis for testing the hypotheses. The participants will be identified anonymously by the last four digits of their social security number.

A Likert scale will be applied to each category identified in the instruments to gather the demographics and characteristics of ethical concerns, ethical consistency, ethical integrity, and ethical behavior.

Assumptions tests for normality?

T-Tests if data are normal (meet assumptions)

Mann Whitney U test if data are non-normal

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