



Real Estate Agent Career

Why should you decide to become real estate agents?

Do you love to work with the public, to help people, looking for a job, just got a divorce or just love representing houses? You may want to be in control of your own schedule or are interested in buying real estate for yourself and have access to "the best deals." No matter what your motivations, let us help you to know the realities of being a real estate agent before you jump in and become licensed.

Are You Planning to Work Part Time? Consider an other Career

How many people who are enrolled in the real estate business think they can be successful agents by working part-time? May be you are, but part time success is *not* a likely possible (Are You Surprised?). If you plan to work real estate when you're in the mood, for an hour or two a day or week, or only on days you're scheduled to answer phones at the office, you should probably consider a different career. The real estate agents might come and go as they work with buyer and seller leads, but their office is their home base, the place where people who want to buy and sell real estate find them. Successful real estate agents are at the office every day, just as they would be for any other full time job.

You'll Spend Money for Awhile and Not Make Any Money.

Typical real estate agent expenses include:

- Pre-licensing school costs
- Licensing exam fees
- Required business licensing
- Fees to join a local Multiple Listing Service (MLS)
- Fees to join a local Board of Realtors (usually in conjunction with the MLS)
- Ongoing fees for local real estate boards (quarterly or monthly)
- Expenses of doing business, which vary depending on the agency you choose, and can include all of your postage, phone calls, copies, advertising and much more
- A dependable vehicle
- Additional auto insurance to cover increased liability for business passengers
- Gas expense
- Increased mileage that lowers your vehicle's value
- Errors and omissions insurance coverage

- Optional training to learn effective sales methods or to acquire special certification

New real estate agents in most markets should have enough *extra* savings to cover *at least* six months of living expenses--more if possible. Even if you sell a house immediately, you won't be paid until the transaction closes--typically 30 to 60 days. And those first sales are often slow to kick in.

You Should Expect Long Hours at First.

You will work on evenings and weekends. You can make your own hours and you should *not* allow clients to control your time--it's as valuable as theirs--but there will be many occasions when you can only show a home or take a listing appointment in the evening, or when a weekend is the only time you can write up an offer. If you're committed to success, you'll do the work.

Are you only interested in Your Own Deals?

If you want to be a real estate agent just to work your own transactions, go ahead and take the pre-licensing class to learn about your local real estate laws and customs, but don't actually become licensed just yet. Real estate agents must disclose that they are licensed agents. Telling a for sale by owner seller that you are a real estate agent is sometimes an immediate turnoff. Deal with them as individuals. Real Estate Agents are governed by a state licensing board and are held to a higher standard of doing business than unlicensed individuals. On the other side, real estate agents do have early knowledge and complete details about new listings and their experience gives them valuable insights into the local real estate market.

Real Estate Business Not Just Sales.

Good real estate agents don't "sell" real estate. They help people find and acquire properties. There's a big difference in those two concepts. Being an agent is more like being a combination detective, counselor, and coordination expert.

- Detective because you have to find the perfect property...but,
- You won't know what your people are truly looking for unless you're a good counselor.
- Once you've made the sale, you'll shift into coordinator mode to get the deal closed. And back to counselor if problems develop along the way.

Referrals from past clients make a good real estate agent's income grow year by year. It takes hard work and dedication to get those referrals, so you need plan to stick with each job to its completion. Approaching a real estate career as purely a sales job--where you get the contract and then leave them hanging--just does not cut it. You will sell some houses, but will your clients tell their family and friends that you did a great job for them--or that you simply wanted to make a sale?



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