A Career in Real Estate

An Introduction to the Exciting World of Real Estate Sales.
Finding the right “Job Fit” is important to assure an enjoyable and rewarding career. Everyone is perfect the way they are; however not everyone is perfect for a career in real estate. RealtyUSA has developed this book as a tool to aide you in deciding if a career in real estate may be right for you. The bulk of the content that follows provides a broad overview of real estate as a career. The last two pages illustrate the benefits of being affiliated with a market leader like RealtyUSA.

Your commitment, together with a strong business development plan, supported by your branch manager and all of RealtyUSA’s agent support products and services, virtually guarantee your success.

RealtyUSA is an exciting, growing company with a diverse collection of people and talents! Our future is based on a commitment to our company Core Values and each agent and employees’ individual growth. We are committed to helping our sales associates reach their fullest individual potential. Maximizing that potential extends beyond personal and business development; balancing family, health & financial resources all contribute to your quality of life.

Please take time to review this book, and complete the Real Estate Potential Tool at the RealtyUSA.com website by going to: http://realtyusa.agenttype.com.

Enjoy the journey as you research and discover whether a career in real estate may be the right move for you!

Merle L. Whitehead
President & CEO
Now that you have a better understanding of what a career in real estate entails, it is time for a critical decision…choosing the right company for you. In real estate your unlimited potential is the result of the synergy between you and your company. RealtyUSA has the right values, products and services to assure your success. We are committed to helping our people reach their fullest individual potential. Maximizing your growth extends beyond personal and business development; balancing family, health and financial resources; all contribute to your quality of life.

RealtyUSA has been in business for over 50 years and has nearly 60 residential and commercial offices to choose from. Annually exceeding 3 billion in sales with 1,800+ professionally trained sales associates, RealtyUSA continues to expand and grow. Our in-house Marketing Department assists our sales consultants with all of their promotional needs from concept and design, straight through to printing and implementation, offering agents a complete multimedia package to excel in their markets. Our IT Department is continuously researching and implementing the newest trends and resources to assure RealtyUSA’s position as a technology leader. Our state of the art website draws more monthly traffic than our competitions’. With 1st Priority Mortgage Inc, Relocation Services, REO Services, Home Warranties and more, we consistently strive to give our consumers the one-stop shopping service they expect.

RealtyUSA is one of the top ten independently owned real estate companies in the nation and is #1 in New York State! Make the right choice, Today! For a no obligation, informational conversation, call the Regional Career Development office nearest you:

Capital Region: 518.348.7100 x502
Southern Tier: 607.748.8291
Central New York: 315.487.6551
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Let us walk you through the process ...
Is a Career In Real Estate Right For You?

- I am enthusiastic about being an entrepreneur and running my own business
- I have a good sphere of influence
- I am honest and trustworthy
- I am willing to take required courses and training
- I am willing to be coached
- I want to be rewarded based on my efforts
- I possess good communication skills
- I present myself with confidence
- I present my appearance in a professional manner
- I am motivated to succeed, whatever it takes
- I am able to think creatively to solve problems
- I am willing to contact people daily
- I am looking for a long term career
- I am willing to work evenings and weekends
- I am able to multi-task
- I understand the importance of a written business plan
- I enjoy making decisions
- I enjoy the results of hard work
- I adapt well to change and learn quickly
- I am willing to be on call for my clients
- I make it a point to be punctual for all my appointments
- I am dependable
- I am interested in the financial rewards that a career in real estate can provide.

*If you are interested in the real estate profession, please read on to learn more…*

**Characteristics To Look For In A Real Estate Company Include But Are Not Limited To:**

- Value System – Does the company have integrity and what are the company’s core values?
- What is the reputation of the company?
- What is the reputation of the owner?
- What is the company’s market share?
- Is the company involved in the community?
- Does the company offer training?
- Is there a supportive staff?
- Are there advanced technological tools?
- Is the company website easy to use and functional?
- How many hits per month does the company website receive?
- Do the company signs stand out from the competition?
- Does the company offer a mentor program?
- Is there strategic business planning and coaching available?
- Is there a marketing department?
- Is there a mortgage division?
- Is there a relocation division?
- Is there a home warranty program?
- How effective is the advertising program?
- Is there a commercial division?
- Are there company events?

**Other questions to ask when I interview them:**

______________________________________________________

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**Characteristics a real estate company looks for in an agent include but are not limited to:**

- Does the agent have an entrepreneurial spirit?
- Does the agent have a strong code of ethics?
- Is the agent willing to commit extra hours when needed?
- Does the agent have excellent communication skills?
- Is the agent capable of multi-tasking?
- Does the agent possess a strong work ethic?
- Does the agent fit well into the office culture?
- Is the agent coachable?
- Does the agent present themselves professionally?
- Is the agent willing to attend training sessions when available?
- Does the agent possess good problem solving skills?
- Does the agent have a basic understanding of computer functions?

Experience suggests certain personal traits and qualities improve the odds of building a worthwhile career. Some of these qualities include, but are not limited to:

- **Sociability** – A natural tendency to gain satisfaction by associating with other people.
- **Achievement** – The consistent need an individual feels for the achievement of rewards such as high performance, income, and status. People with strong success drive will accept challenges and endure hardships in order to succeed.
- **Dependability** – People with high dependability tend to be accurate, thorough, detail-oriented, conscientious and on time.
- **Emotional Resilience** – The amount of psychological energy and mental endurance an individual has under normal conditions.
- **Goal Oriented** – A natural tendency to achieve the tasks set forth to obtain a pre-determined outcome.
- **Interview Techniques** - A great deal of success is based on understanding the needs and wants of your clients or customers. This is crucial in obtaining the best information to determine your client or customer’s needs.
- **Problem Solving** – An ability to deal with difficulties as they may arise, and arrive at practical and logical solutions for those difficulties.
- **Self Discipline** - The ability to work independently. In real estate, sales demands discipline and a level of personal commitment.

Your proficiency and skills can be assessed by taking our free Real Estate Potential Tool at:

http://realtyusa.agenttype.com
A Typical Day in the Real Estate Business

One of the lures of the real estate business is that there is a large amount of freedom in your schedule and daily activities. There are literally dozens of activities that, as an agent, you can take part in during your business week, such as the following:

- Identifying, assessing, and managing leads
- Pro-active prospecting
- Utilizing the company website as a tool
- Previewing all newly listed properties
- Reviewing and becoming an expert on your marketplace
- Completing paperwork
- Follow-up calls, letters, emails, etc
- Setting appointments
- Meeting with managers
- Marketing yourself
- Advertising yourself
- Office meetings
- Finding potential clients/customers
- Preparing and presenting listing presentations in accordance with the Seller’s Advantage Program
- Buyer consultations utilizing the Buyer’s Advantage Program
- Pro-actively generating a steady stream of business
- Open houses

Your training program will help you identify ways to build your business and develop a referral base, so that you can find your niche in your market.

The best way to start any career is to have a mentor or coach. RealtyUSA's training program may be followed up with a mentor or coaching program that assists you in getting off to a successful start. The mentor or coach will meet with you for the first several months you are in the business. During these sessions, your mentor or coach will talk with you about your activities and help you develop a business plan for achieving your goals.

A successful mentor or coaching program helps the new agent get off to a quick start by getting a listing and sale in their first few weeks in the business. At RealtyUSA we strive to provide both continuous education and professional growth opportunities throughout your career.

_We are always investing in your future!!_
One of the most common questions we are asked is, “Can I start my real estate career part time while I transition from my existing job?” The answer to this question is, “Maybe.”

The real estate market is dynamic and changes daily. The availability of properties change and interest rates fluctuate as well. Therefore, it is imperative that you are available to communicate with your clients and customers, your office and the marketplace on a regular basis. To best understand your time commitment, we have compiled a list of our agent expectations:

- Live the RealtyUSA Core Values
- Attend new agent training classes as required
- Attend advanced agent training classes when offered
- Attend sales meetings and tours
- Hold two open houses per month
- Acquire first listing and sale within 30 days
- Treat real estate like a business
- Go to the office regularly
- Present a professional appearance
- Meet with manager regularly
- Schedule face-to-face appointments with new buyers and sellers
- Attend corporate functions
- Check voice mail throughout the day
- Check e-mail throughout the day
- Make sphere of influence and prospecting calls daily
- Formulate and follow your business plan

The best way to get off to a good start with a real estate business is to select a company with thorough training programs that will build your self-confidence and expose you to the many situations that you will encounter once you begin to work with buyers and sellers.

We believe an ideal training program should be three-fold. First, an initial orientation to familiarize you with your new firm and new career. Second, a training program designed to teach you what is needed to give you confidence and make you comfortable in the many aspects of listing and selling real estate. Third, an advanced level of training to help you build upon your success early.

RealtyUSA has built a well rounded program that offers training in different forms. Some instructors may be top producing salespeople, key members of management who are successfully doing what they are teaching, as well as outside experts who are notable in their given field of business.

**These Topics Are Covered In RealtyUSA Training Sessions**

- Marketing and Servicing your listings
- Business Planning
- New Construction Skills
- Financing
- Communication Skills
- Negotiating Skills
- Environmental Issues
- Understanding Relocation
- Writing and Presenting Purchase Agreements
- Core Values
- Understanding Sales Process
- Company History
- Agency Relationships

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We believe that it is important to know exactly how much your new career is going to cost. When you go through the interview process, please be sure to take the time to ask questions relating to your expenses. Each company will have different policies based on their structure, so please take the time to ask.

**Expenses can include, but are not limited to, the following:**

- Realtor® Dues
- State and National Dues
- Multiple Listing Fees
- Errors and Omissions Insurance
- Company Expenses or Desk Costs
- Personal Promotion
- Postage
- Telephone Expenses
- Licensing Course Fees
- Licensing Fees
- Continuing Education
- Technology Expenses
- Advertising
- Franchise fees
- Administrative fees
- Training
- Miscellaneous

Be sure that the company you associate with explains exactly what they provide and what you will be charged for. This list varies greatly throughout the industry. It is a good idea to have necessary cash reserves because you will be paid on a commission basis, and not until the transaction closes.

One of the most appealing reasons to enter a career in real estate is that you have unlimited income potential. Predicting income is always a difficult task. Earnings are usually related to personal sales ability. Compensation is usually based on a commission structure. Commission plans vary and depend on numerous factors, such as property type, local market conditions, and specific brokerage policies.

Each company bases their splits with agents differently. It is important for you to discuss this split in the interview process and ask what the reasons for that split are? Splits normally escalate as productivity escalates. Investigate with the office manager, what is a reasonable range of income that you could expect from your relationship with the company. As with most business ventures, you should have sufficient funds available to be financially independent for at least six months. No one can predict what will happen in the future, so the best solution is to be prepared in case your personal goals do no materialize as fast as your anticipation.

A career in real estate will afford you freedom and flexibility not commonly found in most nine-to-five careers. This independence certainly has its rewards in terms of job satisfaction and the opportunity for monetary success.

You are rewarded in direct proportion to your efforts, and there is no limit to the amount you can earn. Real estate is a profession that everyone talks about. A high percentage of most families' net worth is tied to the property they own, and most purchase property through the help of a real estate agent. To be involved in this process is very challenging and rewarding.

“In most jobs you are paid what the job is worth, in real estate you are paid what you are worth”

– Jerry Wooten
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Attributes of a Salesperson

Experience suggests certain personal traits and qualities improve the odds of building a worthwhile career. Some of these qualities include, but are not limited to:

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Am I Right for RealtyUSA?

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At RealtyUSA we believe that our employees, agents and the consumers we serve deserve to be treated fairly at all times. As an equal opportunity employer and service provider, RealtyUSA provides employment and real estate services regardless of race, color, national origin, religion, sex, physical or mental disability, sexual orientation, familial status or any other classification protected by applicable federal, state or local law.
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