

LEARN HOW TO BECOME A SUCCESSFUL REAL ESTATE AGENT

THE TOUGHEST PART IS NOT GETTING YOUR LICENSE



While many people frustrated and stress out over passing the Real Estate Salesperson (RES) exam, their focus is really on the wrong end of the problem. You'll pass the test if you study. But if you don't pay attention to the **four** items below, you will most likely join the large group of agents who fail to make it in this business because they don't plan ahead.

#1 Have A Backup Income Source

Who knows how well you'll do at first, or how many deals you can get done in your first couple of years? Since real estate is a commission-based business, you should have enough money set aside for you to get by for at least six months. Unless you have some family members or friends ready to buy properties, you can go for many months without an income.

#2 Get A Mentor With Good Training

The exam isn't what you need for success when becoming a real estate agent. You need a lot more to make this business a success. You will find out the hard way that there are monetary costs and a lot of work is required to be successful.

Get a mentor who care and want to help you, or you can offer to assist them in their deals. There is much to learn about the process, and it's not all about "selling". You're going to need to explain legal contracts, compliances, covenants, encumbrances, title deeds, and much more. You'll feel much more confidence and capable if you've at least seen these documents in the course of a few real estate deals. There's no substitute for actual deal experience. An effective mentor will help you understand and learn about the pace of the business, the costs of doing business, and getting to the right prospects is critical. Take every step seriously and follow it, you will earn your first commission check within the shortest time.

#3 Start Building Your “Circle Of Influence”

Use your personal network. A great way to begin your networking is by asking your friends and family for referrals of people who are considering buying or selling a home. Someone's always looking for a new home, and that referral may get you started in your new business. Start out right by finding a good contact management system in which you'll enter all of these contacts and prospects. You'll want to follow up over time, and you'll need an efficient way in which to locate the information you've filed away on prospects and contacts.

#4 Leverage With Technology And Internet

No matter what some of the "old-timers" may tell you, you need the Internet to market in today's real estate world. While some with many years in the business can continue to succeed due to referrals and past business over the years, you'll need to use your website and social networking to get a foothold with today's sophisticated customers. Budget for a good web presence.

Starting early in planning and building an effective Internet presence will make a huge difference in the long run. Becoming a real estate agent who is highly successful will require the Web.



Becoming A Real Estate Agent Isn't Just Getting A License

Too many would-be real estate agents obsess over the licensing exam, then fail in their first two years because they fail to understand the business, to develop a budget and a business plan, or to learn the ropes that aren't taught or covered in the test. The rude awakening comes later when they don't find that easy income in the first couple or three months. They thought they had a family member or friend all lined up, but they are taking their time, not buying or listing when the new agent thought they would.

Having a plan or some money saved will smooth your entry into this competitive business. Budget for several months without any income, perhaps six or more in some cases. Also budget for enough money to begin a website and online strategy to build business down the line.



However, lots of contacting of people, and beginning your prospects list by the old methods will help you to get started while the slower online process builds. You can call, mail and email every person you know, and you just may pull a deal out of the hat sooner than expected. This will keep you in the game while you build your marketing efforts and business. It takes patience and your commitment to make this happen in the new business.

Learn from peers and your mentor about all of the important factor in keeping your new real estate business plan on track. Most successful people in any business will tell you that they are successful not only because they studied ways to be successful, but that they also studied the failure of others in order to avoid the same mistakes.

The real estate business can be fun, exciting and a very satisfying career. However, you have to make it through that first year or two in order to make it all happen down the road. Have a plan, build a database of prospects, and work hard to find the keys to achieve success at becoming a real estate agent.