

Careers in Real Estate



Consulting
Sales
Support

simplifying RE



BENEFITS

- REWARDING CAREER
- INDEPENDENT NATURE
- FLEXIBLE SCHEDULES
- UNLIMITED INCOME
- ENDLESS POSSIBILITIES

Succeeding in Real Estate

Real estate can be a very rewarding career choice for just about anyone. Those entering the field have quite varied backgrounds and skill sets. You don't need to be a "salesman". This is primarily a service business, and serving your clients well will contribute to your success.

Any given day, you may bump into a real estate agent who's a recent high school graduate or a semi-retired business executive in her second career. Many have found it to be a natural transition from another sales career and more fulfilling to boot! After all, you're helping people in what is usually the largest financial transaction of their lives. That's not to mention the emotional impact of changing homes that may be in completely different areas of the country, or even the world.

If you question a group of brand new agents, you'll find very diverse reasons for choosing a real estate career. Many love the "helping people" aspect, while others want to exercise their independent nature and be their own boss. As most real estate agents and brokers are independent contractors, they're able to set their own work schedules and build their businesses in the ways that they want.

There are also those who may perceive a real estate career as quite lucrative, yielding excellent compensation for working when and how they want. Not entering the business with adequate financial resources is a common reason for failure. It's not just having enough cash on hand to make it to the first commission. It's also making a plan and a budget that is realistic in estimating expenses, allows for the unforeseen and hopefully includes a budget for marketing. Make a marketing plan and develop a budget to fund that plan through the first year.

If you don't take anything else away from this brochure, keep top-level in your thinking that your real estate career is a business. It takes commitment and investment of effort, time and money to build a successful real estate business. That's whether you remain a "one person show" or if you start a brokerage with agents later.

Pros and Cons of a Real Estate Career

Pros:

- You're an Independent Contractor & control your own business.
- Your income isn't limited & based on your skills and work ethic.
- Set your own work schedule and vacations.
- Work outdoors and in varied locations.
- Build future business with great service and client referrals.
- Enjoy helping people in one of their largest financial transactions.

Cons:

- Income can be a long time getting going and "feast or famine".
- You have to be available when the clients want you.
- There's a high failure rate for new agents.
- Liability and risk are part of representing clients.



Love what you do

“Real Estate will never die. I don’t care WHAT the market is doing, there is business to be had. Land cannot go away and people will want to buy & sell it.”

“Real Estate gives me the opportunity to excel in my business without the fear of being outsourced, downsized or fired.”

Reasons to Become a Real Estate Agent

If you're a sales-minded individual and on the job hunt, you're probably noticing that it's difficult to find a position that is perfect for you. If you're highly motivated and ambitious, then real estate is something that is certainly worth looking into. It is a career that is truly unlike any other, and it can be highly rewarding if you work hard enough. Here are just a few of the reasons to become a real estate agent:

Flexibility.

One of the great things about being a real estate agent is the complete freedom and flexibility you have in your life. If you have other part-time jobs, or if you're a father or mother and need the flexibility for your children then real estate is the perfect choice. The only boss you have is the broker-in-charge of the agency you work for, besides that you are an independent contractor and you set your own hours. For instance, if you've been on all of your appointments for the day, you can afford to go home a little early and get caught up on laundry or other personal appointments. Need a vacation? Take one, you don't have to ask anyone for permission.

The possibilities are endless.

Though the real estate company you work for will take a percentage of your commission, the income possibilities are still endless. Because you are your own boss, you will reap the benefits depending on how hard you work. Due to the flexibility, most real estate agents don't do the necessary work and instead lack the proper motivation to be successful. If you work hard then you'll see the rewards.

Creativity and Independence.

The thing I enjoy most about being a real estate agent is the creativity I use to run my business. All of the advertising and name branding is completely in my hands, and if you have the creativity that is necessary in advertising then real estate is a good opportunity for you. I once had the idea to put a flyer of mine on all pizza delivery boxes near the local university campus, advertising that I work closely with first time home buyers and people looking to move from dorms and into condos or townhomes. The reality of it is that a real estate agent is running their own business. Brainstorm for ways to get your name out and brand yourself to specializing in a niche or particular location.

No two days are the same.

Real estate is an adventure. You're given the opportunity to be out of the office all day long and touring properties. Meeting new people in the field is much more exciting and the drama involved with a real estate transaction is enough to keep you on your toes. Being involved in the negotiations process is exciting, as well as the drama that happens until the eve of closing.

Emotional rewards.

The most rewarding experience is making a client's dreams come true. You're involved in one of the most important decisions that your client will ever make, and the minute you hand the keys over to them you know you've made the difference. They hired you to take them from Point A to Point B, and by achieving that you've truly done something significant. There's a certain pride in selling homes, and your clients will never forget their real estate agent.

To obtain a Sales License one must:

- Be at least 18 years of age.
- Have at least 60 hours of educational requirements in real estate
- Have successfully completed the state licensing examination.



Real Estate Educators

How does one obtain the 60 hours of educational requirements?

Completion of two 30-hour 2-credit courses is required and enables one to sit for the state examination. These courses, Real Estate Fundamentals and Real Estate Practice, are available through Real Estate Educators.

Do I have to take the classes in a certain order?

No. It does not matter if you take Fundamentals first, or Practice first. However, you must complete BOTH classes in order to be eligible to take the PA Real Estate Salesperson license exam.

What costs are involved in completing the courses?

Tuition for classroom classes through Real Estate Educators is \$150.00 for each of the two classes. There is one textbook "Modern Real Estate Practice in Pennsylvania (12th Edition) that is used in both classes. The cost of the textbook which may be purchased on the first day of class is \$50.00. Tuition for online classes is \$150.00 for each of the two classes. No textbook is required for the online classes, although you may contact Real Estate Educators at (412) 369-8771 to purchase a textbook in order to supplement your online real estate pre-license classes. There is a final examination for each course and a passing score is required. See www.realestateeducators.org for more information.

How quickly can I complete the 2 required pre-license classes?

Real Estate Educators has designed a schedule that would allow a student to complete both classes in approximately one month. However, a student can elect to take the classes in a time frame that meets their personal schedule (for example, it may better suit a student's personal schedule to take Fundamentals in one month, & Practice the next).





What is the PA Real Estate Salesperson Examination like?

The sales examination currently is comprised of 110 - 135 multiple choice type questions divided into two sections. Each section must be passed independently prior to applying for a license. The exam is prepared, administered, and scored by a professional testing service. You must score a minimum of 75% or higher to pass successfully. Real Estate Educators offers both classroom and online Exam Prep Courses and Tools to help you prepare for the exam.

Where and how often is the Pa Real Estate Salesperson Examination given?

The state examination is offered six days a week at various locations across the state.

How does one apply for the exam and what are the costs involved?

An application for an examination must be submitted to PSI Licensure/Certification. For more information visit www.psiexams.com to download a PSI Licensure / Certification Bulletin. Sales exam applicants must pay a fee of \$56 to sit for the test, and a like amount for a re-examination.

How soon do I need to take the exam after completing my real estate classes?

Courses shall have been completed within 10 years prior to the date of successful completion of the licensing examination

Will my college degree count toward my credit requirement?

The Commission may recognize a bachelor's degree in real estate from an accredited college, or university, or a juries doctor degree from an accredited law school as fulfillment of the education requirement.

What opportunities exist in real estate?

Few careers offer the variety, flexibility, and income potential as real estate. Dedicated service and willingness to master concepts and techniques are prerequisites to success. You can control your activity, growth, and compensation in any real estate market.

Would my Pennsylvania courses or license be honored in other states?

Each state sets its own criteria for licensing and required education. One must contact the appropriate State Real Estate Commission in a particular state to determine the current standing.

How long does it take to become licensed?

Individual circumstances and processing procedures make a firm answer difficult. Most agents can be licensed within one to three months.

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Hopefully, the tips we've given you will help you get off to a strong start. But as any seasoned veteran will tell you, this is by no means an exhaustive account of the potential challenges you'll face as a real estate agent. It may be a while before you start closing deals regularly, and you can be sure you'll have your share of failures and awkward or embarrassing moments. But don't get discouraged. Like many jobs that require a high degree of social interaction, real estate is best learned by doing, by interacting with as many leads, clients, agents, and brokers as possible. So get to work!



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