



# HOW TO *DOMINATE* AS A NEW REAL ESTATE AGENT

**Get on the Fast Track to  
BECOMING A SIX-FIGURE AGENT**

**Written by: Lindsey Williams**



## **About the Author**

**LWR was founded by Owner & Managing Broker, Lindsey Williams in November 2021. After working 15+ years in related fields, a career in Real Estate was a natural progression for Lindsey. She became an Illinois licensed Realtor in 2019, and in just a few short years and getting a taste of the entrepreneurial lifestyle she always dreamt of, Lindsey wanted to take it to the next level.**

**Lindsey Williams Realty isn't just another real estate agency—it's a movement driven by a passionate female entrepreneur determined to rewrite the narrative for women in the workforce.**

**LINDSEY WILLIAMS**

# Becoming an Illinois Licensed Broker

This e-book provides an insightful view of the initial year as an Illinois Broker and the journey from starting at \$0 to establishing a six-figure career. By dedicating yourself to learning the industry, maintaining consistency, and embracing a positive attitude, you can achieve remarkable success in real estate.



## What We Will Cover

- Licensing & qualifications
- What to expect in the first 90 days
- How to have success with sellers AND buyers
- What NOT to waste your time or money on

"In this quick-read, you'll uncover how I raked in a whopping \$96,000 in just seven days!" - Lindsey

# Licensing & Qualifications

Those seeking a first-time real estate license in Illinois must take the 75 hours of mandatory coursework to sit for the broker licensing exam. Our coursework can be purchased in a 75-hour package or individually and can be completed online and/or in a classroom. After completion of the coursework, and passing the exam, the license is issued by a Sponsoring Broker.

Required Illinois Broker Pre-License education includes: 60-hour Broker Pre-License Topics and 15-hour Broker Pre-License Applied Real Estate Principles. Products listed as "75-hour" include both required courses.

## Minimum Qualifications

**Minimum Age:** 18

**Minimum Education:** High School Diploma or GED

**Identification:** SSN or ITIN Number AND government-issued photo ID



**[You can take your Pre-License Course here](#)**



# Pass State & National Exam

**Within two years of completing your pre-license education, register for and take the real estate licensing exam with PSI (the state exam administrator).**

**State portion: 70 multiple-choice questions**

**National portion: 75 multiple-choice questions**

**Allowed attempts: Four**

**Exam fee: \$58 each attempt**

**Passing Score Report: passed exam valid for one year**

**This test is purposefully difficult, but not impossible. Be sure to pay attention during your pre-license course and take studying seriously.**

**TIME  
TO  
STUDY**

# Finding the Right Sponsoring Broker

When you apply for your license, you do so with your sponsoring broker. Brokers cannot self-sponsor. Finding a sponsoring/managing broker is a task left up to each license candidate. You should do research on the brokerages in your area. Many have a "career" page that has details about their company and how you join their team.

LINDSEY WILLIAMS  
— REALTY —

## Brokerage Interview Questions:

- What is your company's commission split?
- What are the start-up fee(s)? monthly fee(s)?
- What kind of training do you offer?
- What systems do you provide?
- Do you provide leads?
- Do you offer mentorship?

"I went from a \$675 paycheck to opening a brokerage in 2 years"

- Lindsey

# Your First 90 Days

## Let's Talk Money!

**To earn money, you'll need to invest, but remember not to overspend!**

**Below are the key initial expenses for legal licensing and MLS access.**

- 1. License course for state test – \$650**
- 2. License state test – \$58**
- 3. State license registration – \$150**
- 4. Realtor Association/MLS fees – about \$1,100**
- 5. Lockbox fee (varies) – about \$10 per month**
- 6. Miscellaneous fees your brokerage may charge**
  - a. Commission Split, Admin. Dues, etc.**
- 7. Headshot - \$250 - \$500**
- 8. Business Cards - \$50**



**Schedule a call with us to talk about  
getting licensed**

**[www.lindseywilliamsrealty.com](http://www.lindseywilliamsrealty.com)**



# Build Your Database

A database is where you keep track of all your people

## THESE PEOPLE HAVE YOUR MONEY!

- All your friends, and acquaintances, and friends of friends, etc.
- All your neighbors
- Anyone you know from church or another organization you belong to
- All your children's friends and families (over age 18)
- Professionals like doctors, dentists, vets, dry cleaners, auto & salon people
- People who work with your family
- Old classmates
- Anyone who ever gave you a business card
- Every relative, even your spouse's extended family and distant cousins
- People from stores where you regularly shop
- Sports team members
- Business associates

Ask us What CRM we recommend



# A Social Presence is Necessary for your business

Make sure to maintain your presence on various social networks such as Facebook, Twitter, Instagram, and Pinterest, as well as any other platforms where you are active.



## Ways to stand out

- Have a personal and business page on applicable platforms
- Clean & consistent branding - who are YOU?
- Consistently post content to all channels
- Post & participate in FB Groups
- Download a Teleprompter app
- Record Green Screen videos - or any video!
- Subscribe to tech systems that nurture your clients with useful home value tools
- Be of service

**"Posting on Facebook led to closing a \$5.3m commercial deal in my 2nd year"  
- Lindsey**

# What About Leads?

**You don't *need* a built-in sphere to be successful.**

**You need *sales* skills and a **GREAT** attitude!**

**You are going to be asked "How's the market?" more times than you can count!**

**The truth is, that the market changes in multiple ways all the time. Sometimes it is great for sellers, and sometimes it's great for buyers. But there is *always* a market.**

**A few ways to get leads:**

**Be a Buyer's Agent**  
**Pay-at-Closing Referrals**  
**Repeat Business**



**Ask us about our favorite FREE lead source!**

# Our Industry Partners



Real Estate can be a lonely business. Partnering with others in our industry can bring a lot of fulfillment to your job, as well as increase your earnings. After all, when you love what you do, you don't work a day in your life!

**Who else is involved in the real estate transaction?**

- Bank Lender or Mortgage Broker
- Real Estate Attorney
- Home Inspectors
- Title Officers
- Home Insurance Rep.



**WE WORK WITH GREAT LENDERS,  
ATTORNEYS & TITLE REPS**

# Go on a TON of Fieldtrips!

Plenty of people start with a part-time or even a full-time job. If you can squeeze showings in on the evenings & weekends until you close a few deals, you'll be able to leave your 9-5 before you know it.

## YOU NEED A MENTOR.

In your first 90 days, absorb as much as you can and work

with a mentor to accelerate your career progress. Shadowing an agent is the quickest way to learn the business.



## Ways to Shadow an Agent:

- On a Buyer's Consultation
- Listing Presentation
- An Open House
- Making Cold Calls
- Working with a Rental Client
- Working in their Database



Ask us about our mentorship opportunities

# Your First Deal is a BIG Deal!



Buyer



Seller

Never limit yourself to *only* working with buyers, or *only* taking listings.

It is likely that a rental will be your first deal. There are an abundance of tenants needing representation. Although the work can be grueling, it can also be a fast track to learning!

**REMEMBER:**

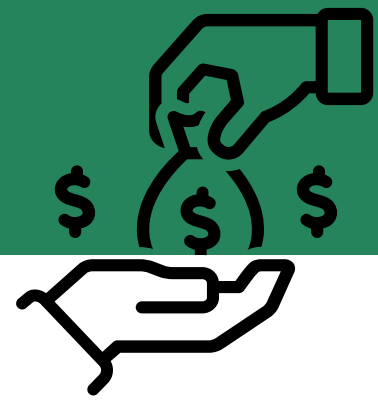
They might become homebuyers later on, so make sure to add them to your database and stay connected!

**\*Most brokerages have a new agent program that will take an additional % for the training required on the first few deals.**

"My first closing was a rental From Facebook. Commission was \$675."

- Lindsey

# Mortgages



**We are not in the finance business  
but it *really* helps to stay up-to-  
speed on interest rates & the basics  
of getting pre-approved.**

## **FHA**

**580 credit score & 3.5% down  
DTI (debt-to-income) less than 57%  
Insurance Required**

## **CONVENTIONAL**

**620 credit score & 3% down  
DTI (debt-to-income) less than 50%**

**The 2024 FHA loan limit is \$498,257 in low-cost areas  
and \$1,489,825 in expensive markets**

# Working with Buyers

*Repeat after me.*

**I will never show properties to someone without proof of funds or a pre-approval.**

**A client MUST be qualified in order to see properties. Do not waste your time, it is valuable.**

## **You Need Boundaries.**

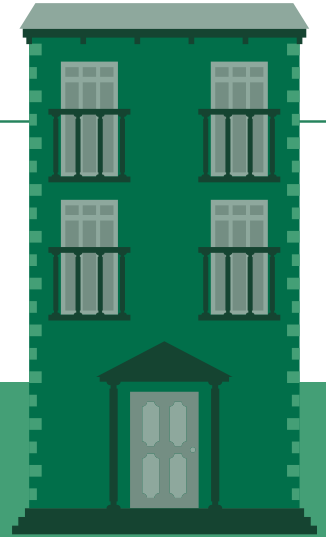
**Buyers typically require more of your time compared to sellers. It's common to show several houses to a client before they find the right one.**

**One of the most wonderful things about being an entrepreneur is the ability to set your own schedule.**

**Maximizing your time and being as efficient as possible, will greatly help your success.**

**Having rules & personal boundaries will ensure that your clients are getting the best version of you!**

# How to Price a Home



**location, location, location!!!**

There is no magic sauce when it comes to pricing a home. We use the MLS to run comps, and the numbers don't lie. The "market" is what a buyer is willing to pay.

## Things to Consider



- Search within the neighborhood of the prospective home, not the entire town
- Focus on square footage instead of # of bedrooms
- Upgraded or NOT, there's not an in-between
- location is **ALWAYS** going to bring the most \$





**FOR  
SALE**

# For Sale

## Listing a Property

There is **NO** standard commission fee, but a typical listing fee is 5-6%. You and the seller will agree what your fee will be and also what the co-op % will be.

**Example - 2.5% of \$450,000 home sale = \$11,250**

## Homesale Timeline

- Listing appointment with homeowner
- Listing won & contract is signed
- Property is photographed & sign ordered
- Property listed on MLS, Zillow, etc.
- Showings and an open house
- Receiving offers
- Choosing an offer, negotiating & going under contract
- Inspection & attorney review
- Appraisal
- Final walk-thru
- Closing day (payday)!!



**In Q1 of 2024 we are still seeing multiple offers in certain cases, but not all**

# Be Patient With Yourself

As a new agent, it is SO confusing to know what information applies to you, in this stage of your career. There are courses, apps, YouTube videos, Instagram influencers, seminars, and all of your family's inputs to consider.



I cannot emphasize this point enough: seek a mentor who has achieved what you aspire to in business. Follow their path, attend the places they frequent. By doing so, you will gain valuable insights and surpass those who attempt to figure it out on their own or passively attend classes without practical application.

# Start Out With the Basics

- **A Headshot**
- **Business cards**
- **Laptop & Printer/Scanner**
- **Headphones - (this makes calls so much easier)**
- **Canva & Adobe**
- **ShowingTime, Sentrilock Apps - included with MLS dues**
- **Yard Signs** Your brokerage should have ones to buy or use
- **Shoe Covers for Listings**
- **Lockboxes**
- **CRM or Spreadsheet to get started**
- **Electronic Signature Platform (how clients sign docs)**

**If you are tech savvy or have the money, get a website.**



# As Promised...

**How I made \$96,000  
in one week**



**It just so happened that the stars aligned and I closed my two largest deals to-date on the same day.**

**I closed a \$5.3m commercial deal & a \$860k home sale home and took home \$96,000 and some change.**

**Whoa.**

**I don't tell you this to brag, but to give you tremendous hope. I started a career in real estate in October 2019 out of a sheer need to survive. I started selling \$150,000 homes on the east side of Aurora, Illinois and 2 years later I opened a brokerage.**

**Our model is 100% commission because I wanted to be a part of rewriting the narrative for women in the workforce.**

**Are you ready to bet on yourself?  
Send me a text!**

**I hope this was  
helpful**

**There's plenty more to be  
learned**

**Get in touch.**

**(630) 946-7370**



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