



Life After Getting
Licensed

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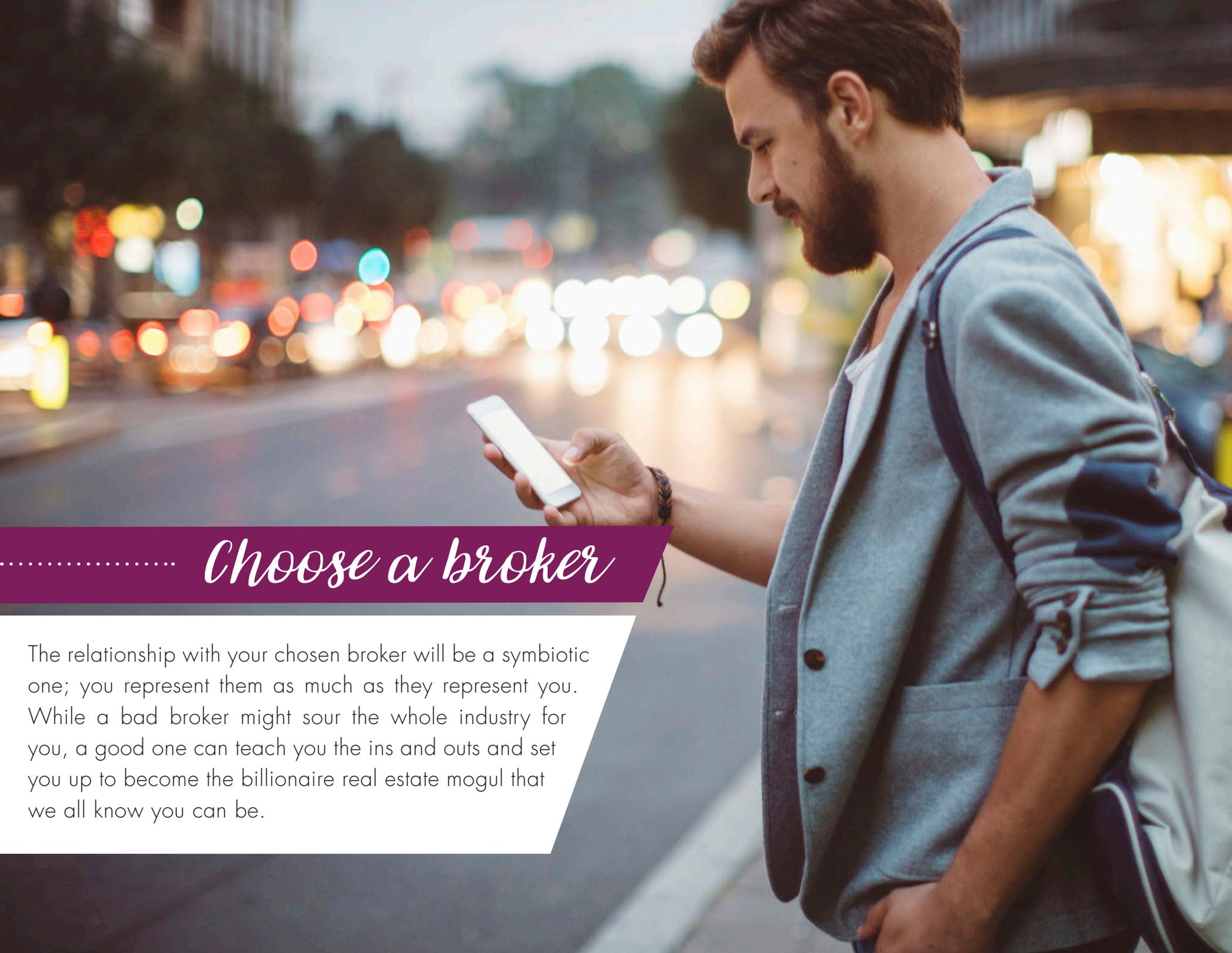
▶ AS YOU PREPARE TO GET YOUR LICENSE, IT'S ONLY NATURAL TO WONDER **WHAT LIFE WITH A REAL ESTATE LICENSE WILL BE LIKE.**

Once you put in your hours, squash all those Pre-Licensing courses, and pass the licensing exam with flying colors, **what happens next?**

So glad you asked! We've compiled tips and tricks from experts on our team and throughout the industry, and with The CE Shop in your back pocket, there's no mountain too high and no house too big to sell.

**"THE BEST TIME TO
PLANT A TREE WAS 20 YEARS AGO.
THE SECOND BEST TIME IS NOW."**

– CHINESE PROVERB



..... *Choose a broker*

The relationship with your chosen broker will be a symbiotic one; you represent them as much as they represent you. While a bad broker might sour the whole industry for you, a good one can teach you the ins and outs and set you up to become the billionaire real estate mogul that we all know you can be.

HOW TO INTERVIEW A BROKER

Because real estate licensees are independent brokers, an interview with a real estate brokerage firm is not about them interviewing you as much as it is about you interviewing them. They're wondering if you're worth their time, while you should be wondering if this is a place where you can get the training, experience, and exposure you'll need to build your business.



LEARN WHAT TO CONSIDER WHEN
CHOOSING A BROKER ON THE NEXT PAGE

Here are some considerations

SIZE OF FIRM

You may prefer a smaller firm for the camaraderie and one-on-one time with your manager, or a larger firm for the energy.

FIRM REPUTATION AND LONGEVITY

It's also important to ask others about your broker's reputation. Brokers, like people, vary a lot.

OFFICE PROFESSIONALISM

Is it a place you would be comfortable meeting clients? How many agents work there? Do you get your own office?

LOCATION OF FIRM

Proximity to your home, but, more importantly, proximity to the areas and properties you'll want to work in.

COMMISSION SPLIT

What is their commission structure like? What other costs are you responsible for paying?

SPECIALTIES

Does the firm mostly work with resale, commercial, or property management?

FLOOR TIME POLICY

You can sometimes get quality leads from floor time duty and blind incoming calls.

MARKETING COLLATERAL

Does the firm offer marketing materials such as signage, business cards, and announcement cards?

TRAINING PROGRAM

Is there a training program for new licensees?

"DO OR DO NOT, THERE IS NO TRY." - YODA



A modern living room with large windows, a brown sofa, and a yellow chair. The room features light-colored wood-look flooring, a white brick wall, and a large window with a black frame. A telescope is visible on a tripod near the window. A brown sofa with patterned pillows is on the right, and a yellow armchair is in the foreground. A coffee table with a vase of flowers sits in the center.

Your Sphere

Real estate's a social industry, and as great as it would be for clients to just flock to you and put you to work, that's not normally how it happens – especially when you're just starting out.

DON'T FEAR!

A common mistake that new licensees make is to fear their sphere. They'd rather try out their newfound real estate knowledge on strangers than risk looking like a pushy salesperson by promoting their services to friends and family. **STOP RIGHT THERE!**

The failure rate within the first two years in real estate is a whopping 80%.



One of the reasons for this is that many people go into the business with **unrealistic expectations about what it takes to succeed.**



HERE'S THE KEY TO REAL ESTATE:

IT'S ALL ABOUT PEOPLE. THEY NEED TO LIKE YOU & TRUST YOU ENOUGH TO REFER YOU, AS WELL AS CHOOSING YOUR BUSINESS FOR THEMSELVES.

Now that you know the secret, you might want to re-evaluate leaving your sphere out of the mix. Your sphere, after all, consists of your closest friends and family and, hopefully, includes all the people that would trust you with their real estate business.

**THESE PEOPLE KNOW AND LIKE YOU MORE THAN ANYONE,
SO WHY NOT START WITH THEM?**

LEARN ABOUT EFFECTIVE MEANS OF
COMMUNICATION ON THE NEXT PAGE 



Communication with Impact



IN ORDER OF IMPACT ARE:

1 FACE-TO-FACE CONVERSATIONS

Try to meet face-to-face with each member of your sphere at least quarterly. Keep a log so you don't let anyone drop off your list. Make sure to write a note after every face-to-face meeting, but don't include a business card here.

2 PHONE CALLS

Try and help them see why you made the career transition, and remind them of how they know you, and how that connects with your new career. Always include two business cards (ordering business cards can take 1-2 weeks, so you should do this the moment you've selected a brokerage). One card is for them to keep and the other is to pass along to someone else who might benefit from a stellar new real estate connection.

"ALWAYS DELIVER MORE THAN EXPECTED."

— LARRY PAGE, CO-FOUNDER OF GOOGLE

Communication with Impact

3 HANDWRITTEN NOTES

Contact your sphere and let them know you're now in real estate. Announcement cards do the trick, and many firms will even provide them for you. Keep them simple and to the point, nothing fancy – you're selling houses, after all, not greeting cards. Personalize your announcement cards by including something the recipient already knows about you. Maybe you used to work together, or maybe you happen to know this person's been thinking of moving for a while now.

4 NEWSLETTERS

Maintain contact by sending a monthly newsletter featuring market news in the area. This can be as simple as a form letter (individually addressed, of course). Include any recent sales you've been involved with, any buyers you're working with, and any recent real estate news ("housing prices are seeing a 14% upswing in the area over this time last year..."). Be sure to cite your sources, and aim for it to be a source of information as opposed to a marketing piece. Your aim is not to sell to them but rather to position yourself as the authority on real estate.

Don't be afraid to explicitly ask for business. Real estate coach Brian Buffini **recommends concluding every communication with, "By the way, I'm never too busy for any of your referrals."**

The important thing here is consistency. The last thing you want is to hear that a friend sold a home with a different agent because they forgot you were in the business - or weren't sure you still were.



*Top 10 Mistakes
New Licensees Make*

**"A PERSON
WHO NEVER MADE
A MISTAKE NEVER TRIED
ANYTHING NEW." – ALBERT EINSTEIN**



1 NOT UTILIZING YOUR SPHERE.

Starting out, 60% of your business will come from your sphere, and it costs you pennies to manage it effectively. A couple of years in, you may get 80-100% of your business from your sphere, so treat it well!

2 NOT MANAGING TIME WELL.

Make it a goal to connect about real estate with at least five people every day, both in your sphere and out. If you're not picking up a commission check, what's the next best thing you can do that will get you closer to one?

3 NOT QUALIFYING BUYERS AND SELLERS.

Don't waste time with people who won't bring you business.

4 SPENDING MARKETING DOLLARS INEFFECTIVELY.

Buying into leads programs, fancy websites, and splashy advertising does nothing for you. Be strong – everyone will be after your money!

5 NOT UTILIZING SOCIAL MEDIA.

It's all free but can cost you a lot of time if you don't use it effectively, or not at all. Twitter, Facebook, Instagram, YouTube, Snapchat, and blogs are all opportunities for marketing yourself and your listings. Be smart about how you post (no typos!), and don't be afraid to try something new. Putting a giant panda in every listing photo might not necessarily sell the house, but it'll sure garner more interest.

6 NOT NARROWING YOUR FOCUS.

Select a niche or geographical area to hit and hit it hard. You may not get results right away, but keep at it. It takes 10-15 impressions to leave a mark. Don't give up three feet from gold.

7 NOT STAYING IN TOUCH WITH CLIENTS.

Every time you do business with a client that you'd like to work with again, add them to your database and stay in touch. Surveys show that 80% of real estate licensees don't stay in touch with their clients, and we all know that you're in that awesome 20% who does.

8 NOT USING TECHNOLOGY EFFECTIVELY.

You don't have to have the latest gadgets, but you do need to find and effectively use a solid contact management system. A Rolodex doesn't count.

9 NOT FIRING CUSTOMERS.

You're the boss and you get to decide whom you work with. You don't want to spend time with people who don't respect you as a professional, and you don't want their referrals. As one real estate guru put it: "jackasses know other jackasses."

10 NOT CONTINUING TO EDUCATE YOURSELF.

Once you're out in the big bad world of being your own boss, you still need to make sure you're the best in the biz. Stay sharp with our online courses. Get a mentor. Volunteer for your local real estate board and attend the meetings. Connect with other licensees. Watch YouTube videos. Read books. Attend seminars. Add credentials. Go to every open house in your area so that, when a client asks you about a house, you can speak from the perspective of already having seen it. Be a credit to your profession and your career will benefit.





..... *Tools of the Trade*

By now we've harped on the importance of social media, and of staying organized. While you can surely stay in contact with some good old-fashioned stationary and the occasional phone call, today it really pays to play with digital tools.

HERE ARE A FEW THAT'LL MAKE THE REAL ESTATE LIFE EASIER



A smartphone

This one should be a no-brainer for any kind of modern business, but if you need it spelled out here you go: it's your notebook, web browser, camera, video camera, compass, GPS system – and, oh yeah, a phone.

Some means of data backup

If your data is only in one place, you're going to eventually lose it. It's a lesson most people learn the hard way, but you can avoid that pain by using a service like Carbonite.com, or by storing files on Google Drive or Dropbox. The more places you store your files, the less likely it is that a failed hard drive will ruin your day (or year).

The Paperless Agent

is a training program that shows agents how to use a series of business application on their iPad, whether working with buyers or sellers. Also included are strategies for conducting a majority of your business on an iPad. It works in conjunction with ZipForms, another tool that includes most real estate forms customized by region, and has fillable content blocks.

A tablet or laptop

Since you'll always be on the go from one house to the next, mobile technology is a must. Some tasks might be too big for your smartphone (good luck with those Excel docs), and sometimes it's just nice to have a tablet or ultralight laptop to search the MLS, fill out ZipForms online, or maybe just ogle some nice houses with a client.



Free accounts on Zillow & Trulia.

It may sound obvious, but these sites are invaluable for increasing your exposure. Be sure to fill out your whole profile.



A custom site.

There are a lot of options out there (free ones include Wordpress and Wix), but no matter how you do it, know that in today's age a website is a must. If you choose to go the paid route, it'll keep advertising off your page and will convey that extra oomph.

A camera.

This is more of an "advanced user" option, as real estate photography isn't a cheap thing to learn or to pay for, but if you feel so inclined and are willing to learn a lot, it's definitely possible to shoot your own photos and walk-through videos. You'll need a wide-angle lens, and a tripod doesn't hurt. Here's a hint: make sure your vertical lines are perfectly vertical, and please don't make a cameo in any of your pictures unless you come with the house.



Business cards

This has been touched on previously, but as simple a technology as they are, they're still essential for actually connecting with people. Design them to be uniquely you, order a ton of them, and paper your neighborhood in them. Add a nice photo of a house you've sold, or maybe a testimonial. A personal headshot's always a good idea, but make sure it's a good recent picture of you and not something from your prom in 1980 – even though you did look quite dashing at prom.

Google for business.

You can purchase a domain name and professional email address through Google for a minimal charge. An email address ending in "gmail.com" is fine, but a purchased name like "homebyjorge.com" is even better. Custom signature blocks will also help your email stand out.



*"THE WAY TO GET STARTED IS TO QUIT
TALKING AND BEGIN DOING."*

– WALT DISNEY

▶ *About Us*

Founded in 2005, we've become the **leading provider of online real estate education** through hard work and an encyclopedic knowledge of the real estate industry.

Over the years honing our courses, we've been fortunate enough to be recognized as a **COLORADO COMPANY TO WATCH** (2015), one of the **TOP 250 PRIVATE COMPANIES** (2015), and one of the **BEST PLACES TO WORK** (2015, 2016).

With **courses available in all 50 states and DC**, we're driven by a desire to constantly improve, both for ourselves and for our students.



What are you waiting for?

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 **The CE Shop**

