

# 10 Roles Real Estate Agents Play Every Day



A dull day simply doesn't exist in the real estate industry. Every day you'll face new challenges, new tasks and new people. Here are 10 roles you'll play every day as a real estate agent.



## 1. The marketer

Build your brand via networking, marketing and referrals. Market your clients' properties via open houses, taking listing photos, writing listing descriptions, posting to the MLS and designing marketing materials.

## 2. The expert

Take professional development and continuing education courses; grow insights on your local market.

## 3. The buyer's agent

Research and show properties, help buyers find lenders, negotiate contracts, attend home inspections and appraisals.

## 4. The seller's agent

Establish the listing price, market the property, set up vendors for repairs, staging and photographs, post to the MLS, coordinate showings, negotiate offers.

## 5. The lead generator

Fill your pipeline with leads, build your online presence, manage your leads, maintain your CRM system.

## 6. The administrator

Make copies, file documents, keep up with expenses and receipts for taxes, handle phone calls, emails and texts.

## 7. The problem solver

Handle unrealistic buyer expectations, pricing disagreements, unfavorable market conditions, homes that don't pass inspections or appraise as expected.

## 8. The hand-holder

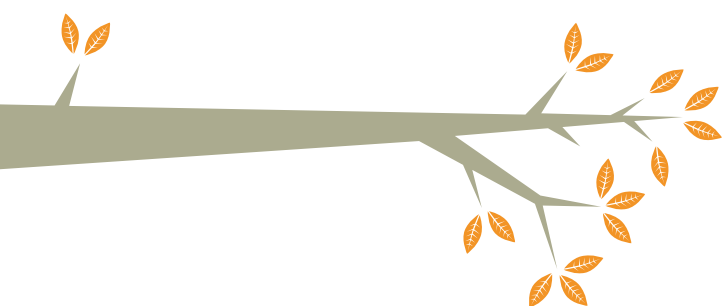
Counsel clients on one of the most emotional purchases of their life.

## 9. The chief cook and bottle washer

From the most menial task to the most complex, an agent does it all.

## 10. The American Dream facilitator

Help your clients make one of the most exciting purchases of their life!



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