



## Your Ticket to Job Satisfaction

How a Real Estate Career Can Get You  
Out of a Dead-End Job

We've all been there. Staring down the clock at that dead-end job, waiting for the day to end, wondering, "There must be something better than this." Well, there is! **Real estate agents are able to set their own hours, be their own boss, and have unlimited earning potential.** Sound good to you? You're not alone. Real Estate Express has helped over 400,000 professionals launch their career in the real estate business.

Not sure where to start? We have your back. This guide will help you figure out if a career in real estate is right for you and where to start if you decide to make that leap into real estate.

To be sure, a career in real estate isn't for everyone. Competition is fierce and income can sometimes be scarce when the market isn't doing so hot. But, the rewards are worth it. Those who are persistent, work hard and invest in their education and skills go on to have deeply satisfying careers. So, what are you waiting for?

## Contents

Chapter 1: Why choose a career in real estate? . . .	<u>3</u>
Chapter 2: Is now a good time? . . . . .	<u>5</u>
Chapter 3: Which path should you choose? . . . . .	<u>9</u>
Chapter 4: What can you earn? . . . . .	<u>12</u>
Chapter 5: Are you ready? . . . . .	<u>14</u>



"I want a career that works for me—not the other way around."

- Lesley W., Real Estate Express student

# Chapter I: Why choose a career in real estate?

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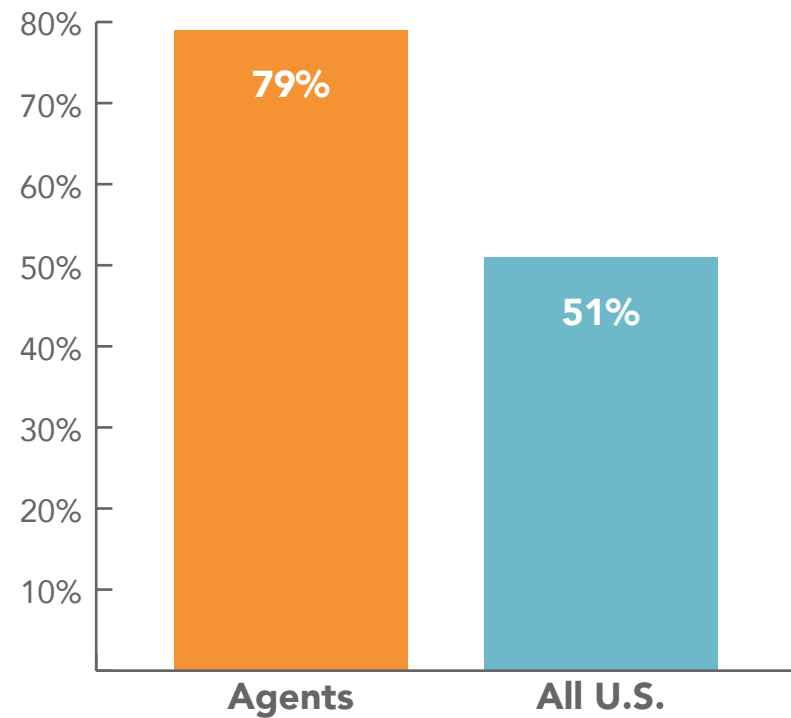


People choose to go into real estate for many reasons. In 2018, we collected survey responses from more than 1,000 real estate professionals across the country asking them why they choose a career in real estate. In general, real estate agents cite five key reasons:

1. Flexible work schedule
2. Helping people
3. Income potential
4. Being your own boss
5. Working on-the-go

These components of the real estate lifestyle contribute to an overall high career satisfaction rate that exceeds the national average. In fact, **real estate agents are reportedly 28% more satisfied in their careers than American workers across all professions.** Now that will turn a frown upside down!

## Career satisfaction



Source: The Conference Board, 2017



“Real estate provides a path to financial freedom, a flexible schedule, and the personal fulfillment of helping families own their home. Few careers can offer this much.”

- Lesley W., Real Estate Express customer

# Chapter 2: Is now a good time to become an agent?



By now you're probably thinking, "Isn't the real estate industry risky?" Although the woes of the housing market have made headlines in the recent past, in general, the real estate industry is on the rise.

It's important to remember, however, that real estate tends to run in cycles. At times, business is booming. Other times sales of commercial or residential property will be very slow for a year or two. So, is now a good time to launch a real estate career? Here are a few things to consider:



## The outlook varies by location

While the housing market overall is currently on an upswing nationally, real estate is by definition a local business. Market conditions in Kansas City may be completely different from those in Denver, southern Illinois or rural Maine.

One of the best ways to learn more about your particular market is to immerse yourself in local data and to talk with the most active agents and brokers. Set up appointments with a few different brokers to gather their insights. They will likely welcome your curiosity about the business and the profession.

## Agents are optimistic

According to the National Association of REALTORS® 2018 Member Profile Report, 80% of current agents intend to stay in the field for at least two more years. Thus, agents are optimistic about what the future holds. How many professionals can say that?



# Real estate is a personal decision

Starting any new career is a deeply personal decision. Your work-life balance is likely one of the reasons why you're exploring this career, and it's important that you consider your personal and family life—independent of professional opinions about the market—before you dive into real estate. In order to make a well-informed decision, you need to lay out your personal and financial goals, evaluate your personality and your strengths and weaknesses, and weigh all that against the market outlook.



"I want to be a part of a career field with limitless possibilities to provide a life for my son that I haven't had the luxury of having. I want to hustle hard and reap the benefits for myself instead of working hard for someone else."

- Kacie G., Real Estate Express student



# Chapter 3:

## Which career path should you choose?

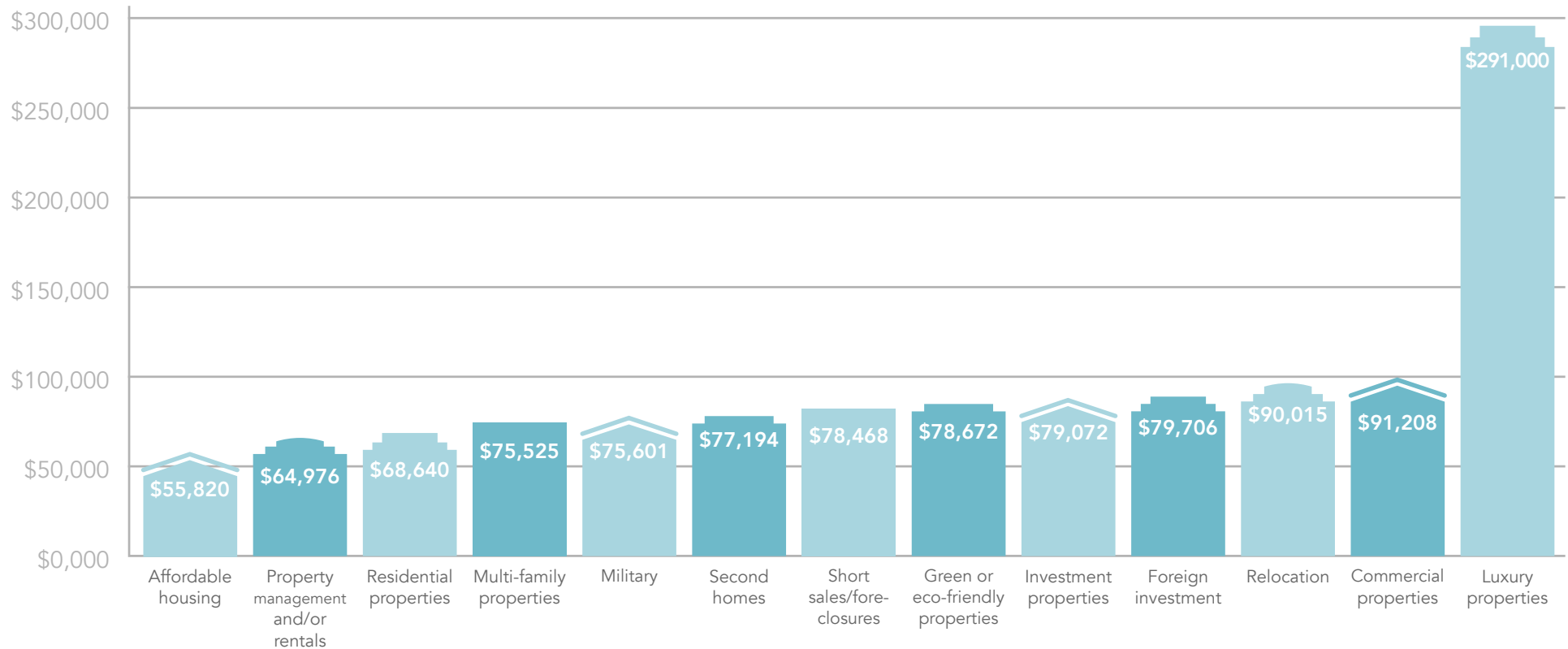
There's a common misconception when it comes to a career in real estate—that pursuing a career in this industry means you're going to become a *residential* real estate agent. While it's true that many real estate agents are in residential real estate, there are many many different career paths within real estate to choose from. Here are some common ones:

<b>Real estate agent</b>	A licensed professional who represents buyers and sellers in residential real estate transactions.
<b>Real estate managing broker</b>	A licensed real estate pro with a higher license level than an agent. Has the responsibility to manage a real estate office or agency, all aspects of operation, and its agents.
<b>Commercial real estate agent</b>	A licensed professional who represents buyers and sellers in commercial real estate transactions.
<b>Real estate investor</b>	Actively or passively invest in real estate. An active investor may buy properties, make repairs and sell it later for profit (commonly known as house flipping); an inactive investor may hire a real estate firm to find and manage investment properties for them.

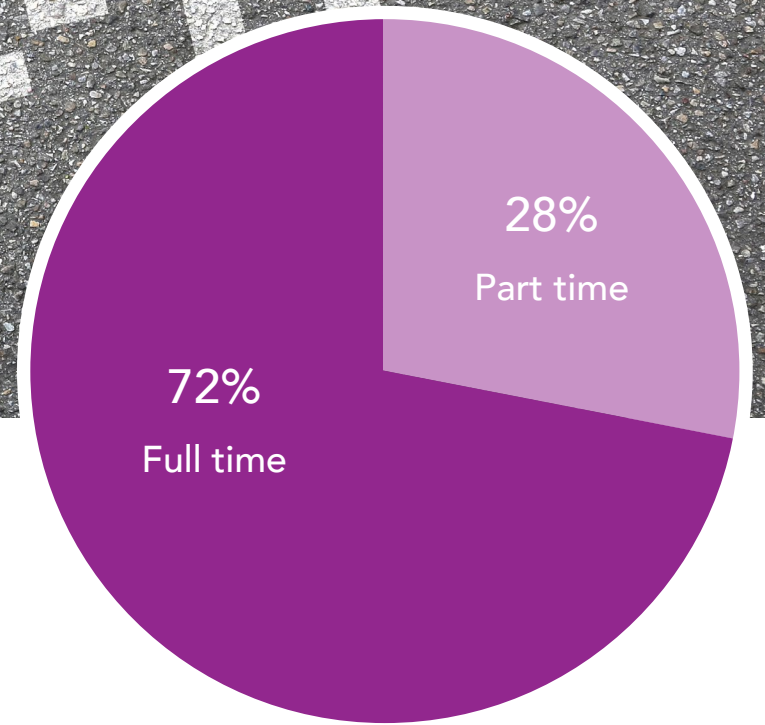


# Specialize

As people enter the real estate profession, they usually pick an area or two to grow their expertise. Here's a look at common specialties, as well as their associated earnings.



**Did You Know:** Real Estate Express provides a free [Career Hub](#) where you can access hundreds of guides and articles to help you accelerate your career in real estate.



## Full-time vs. part-time

Becoming a real estate agent requires a giant leap of faith and an investment of time and money. That's why some agents may choose to test the waters with a part-time real estate position while hanging onto the steady income from another job.

Source: National Association of REALTORS®  
2018 Member Profile Report

## Chapter 4: What can you earn as a real estate agent?



One of the benefits of a career in real estate is the unlimited earning potential. Unlike salaried or wage-paying jobs, a commission-based career allows you to get back in income what you put into it in effort and energy. However, it's important to note that income is dependent on a number of factors. While some factors you don't have control over (i.e. market conditions), there are some factors that are within your control.

## Number of hours worked

For the vast majority of real estate agents, income is highly dependent on the number of hours worked. This creates a wide pay gap between part-time and full-time agents. Working fewer than 20 hours a week delivered a median gross income of \$31,159 a year, according to the 2018 [Real Estate Agent Income Guide](#). In comparison, working 60 hours or more a week produced a median gross income of \$123,024.

## Persistence

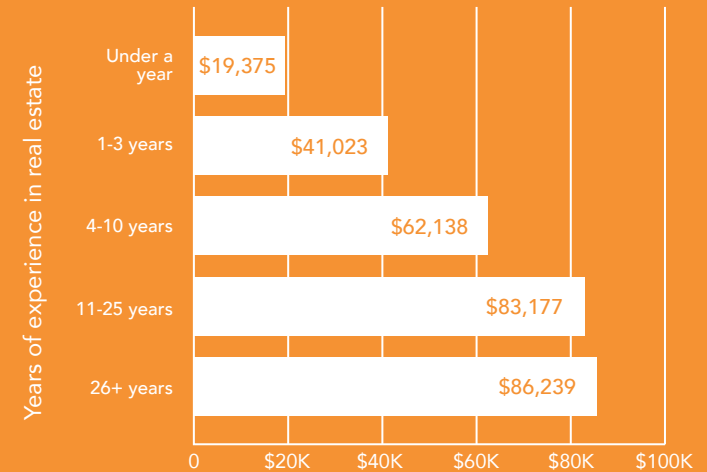
The first year in real estate is always the hardest, but agents that stick with it see the payoff within a year. After getting at least one year of experience under their belt, agents typically earn over \$20,000 more per year. Agents that have the most success in the first year are those that find a supportive brokerage and seek out a knowledgeable mentor for guidance.

## Location

Average income for real estate agents is highly variable based on region, state, city, and the health of the local market. In general, if you want to earn more, you need to work primarily in urban or suburban areas where the average cost per home is higher.

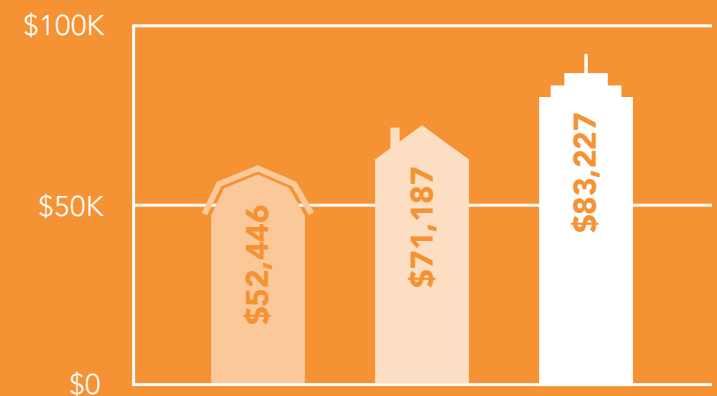
### Stick with it

Agent income rises with experience



### Income by market

- Rural
- Suburban
- Major metropolitan or urban



# Chapter 5: Are you ready?

Success in real estate starts with a plan. It's no surprise that real estate agents who step back and think big about their career—and what they want to accomplish—are the ones who crush it. So let's assess where you are today and where you're headed. Complete this short quiz to help you determine if a career in real estate fits your goals and passions.

## Achievement

Adventure

Authenticity

Authority

Autonomy

Balance

Boldness

Compassion

Challenge

Community

Competency

Contribution

Creativity

## Determination

Fairness

Faith

Friendships

Fun

Happiness

Honesty

Humor

Kindness

Leadership

Learning

Love

Loyalty

## Meaningful Work

Optimism

Peace

Pleasure

Poise

Recognition

Respect

Responsibility

Security

Self-Respect

Stability

Trustworthiness

Wealth

**SCORE:** Are you struggling to live these core values in your current career? YES / NO



**2. What does your vision of a career in real estate look like?**

In other words, do you see yourself on Million Dollar Listing or House Hunters?

**SCORE:** Would this kind of “work” bring joy to your life? YES / NO

**3. What are you really good at?** Jot down some of the professional skills you excel at. This could be anything from being a “people person” to an “eye for design” to superb organizational skills. Go ahead, brag a little.

**SCORE:** Will the majority of the skills you referenced above help you in real estate? YES / NO

**4. What’s holding you back?** Jot down the hurdles (either physical or mental) that you need to overcome to launch your career in real estate.

**SCORE:** Will some real estate education and assistance from “experts” help you overcome these? YES / NO

**5. What makes you energized?** Now, here’s the litmus test. Ask yourself, “Did reading this guide get you excited about the prospect of being a real estate agent?” If your answer is yes, then it may be time for you to make the switch to real estate. We hope this planning process and information has you all charged up to take your first step toward your new real estate career.

**SCORE:** Does the idea of this lifestyle excite you? YES / NO

## Score Your Responses

### Is real estate the right career for you?

Mark down the number of "Yes" and "No" answers to see how likely a career in real estate matches your passions and potential:

# of YES's: \_\_\_\_\_ # of NO's: \_\_\_\_\_

<b>Mostly No's</b>	Dabble Part-Time. You still seem on the fence, and that's okay! Many people start their pre-licensing courses to learn the business side of real estate before deciding whether or not they want to make a career in real estate. The education is valuable, plus they get to explore new opportunities. <a href="#">Learn More.</a>
<b>Mostly Yes's</b>	What are you waiting for? It's time to leverage your sales experience into a profitable new career! Use our checklist to the right to determine your next steps. <a href="#">Get started.</a>

Ready to jumpstart your career? Join the club! [Real Estate Express](#) has helped over 400,000 real estate agents get their start and at a fraction of the cost of offline education. Visit [RealEstateExpress.com](#) for more information.







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