

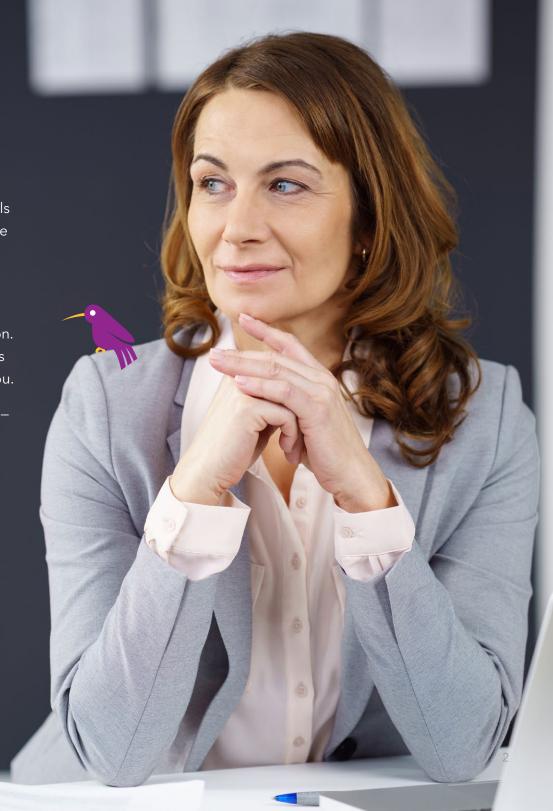
Introduction

Two million.¹ That's the number of active real estate professionals in the United States today. The competition for business is fierce and success requires a rejection of the status quo. To maintain a competitive advantage, real estate agents must learn how to identify, adapt to and leverage emerging trends.

We'll begin this eBook with a quick reality TV myth-busting session. If you're a new real estate agent—or just exploring real estate as a possible career—this will be a particularly helpful section for you.

In section two, we'll fill you in on some current real estate trends—and what to do about them.

Sections three and four are packed with marketing tips to help you take your real estate career to the next level, and we'll close with a list of online resources and influencers.

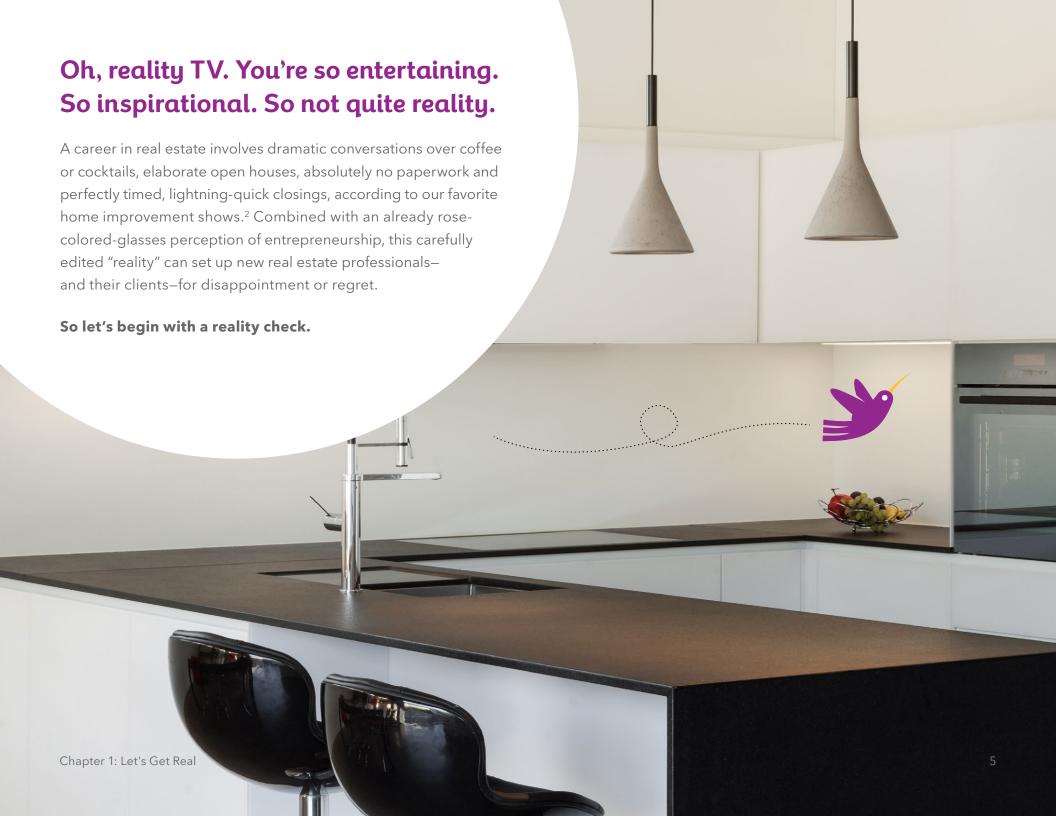




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Real Estate Can Be the "Perfect" Career

Tens of thousands of people³—many of them just like you—are enjoying personally fulfilling and financially rewarding careers in real estate.

One of the most helpful ways to approach a career in real estate is to establish and maintain clear expectations, particularly in the four areas that draw people to the industry to begin with:

- 1. Flexibility
- 2. Working with People
- 3. Income Potential
- 4. Being Your Own Boss



1. Flexibility

"I'll get to set my own schedule."

The good news: Yes, real estate careers allow for flexible work schedules.⁴ You'll be free from the Monday-through-Friday, nine-to-five grind. Still, it's important to keep in mind that you're not completely in charge of your schedule. Your clients are. In other words, you can be flexible, but you must also be accessible and available...if you want to have a successful real estate career, that is.

Before starting a career in real estate, it's important to understand an agent's day begins when everyone else's is ending, so you'll be pulling nights and weekends (just like in college, eh?). You and your cell phone will be inseparable, and you'll have an occasional day when even your interruptions will be interrupted.

Sure, you can absolutely set reasonable boundaries. In many cases, those boundaries have dollar signs attached to them, so be sure to take that into consideration when developing your real estate business plan.

How many hours do real estate agents work?⁵



Fewer than 30 hours



40 or more hours



To avoid having an always-on approach to your work life, partner up with other agents. Share referrals, tagteam on open houses and/or split up in-person and behind-the-scenes work.



2. Working with People

"I'm a people-person."

Real estate agents have the pleasure of working with all kinds of people: couples just starting out, business professionals, retirees, city-dwellers, get-away-fromit-all folks, and everything in between. While you'll spend most of your time engaged in positive and encouraging conversations, moving is among the most stressful life events people experience⁶—even when it's for a good reason. And since stress doesn't typically manifest in kind and gentle ways, there's a good chance you'll encounter some lose-your-faith-in-humanity behavior from time to time.

Fortunately, those are the exceptions, not the rule (and even your worst clients will eventually go away). Often, you'll meet some wonderful people who are nothing but grateful and who will all but invite you to their housewarming party. And if you're fascinated by unique personalities, you'll have plenty to study.

In short, real estate is a contact sport, and if you're a people person this is a great career path. Just know that you'll come into contact with all personality types, so be ready to put your people skills to the test.





3. Income Potential

"I'm going to be wealthy."

It's true. A real estate agent's salary is potentially quite high. The key word, however, is potentially, and there are costs involved with both starting a career in real estate and achieving success. According to the National Association of Realtors, median annual business expenses for real estate agents totaled \$6,710 in 2015.⁷

On the next page, the figures will vary somewhat, depending on your location, but will give you a good idea of the investment you'll be making to enjoy a successful career in real estate.



Hot tip

Classroom-based pre-licensing education can run twice the cost of online experiences. **Real Estate Express** is the leading pioneer in online real estate education having helped more than 200,000 real estate agents get their start.



Start-up and first-year costs:

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\$300-\$1,200	Multiple	Listing	Service	(MLS)	fees8
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\$200 Professional association dues⁹

Varies Errors and Omissions Insurance¹⁰ ("malpractice" or "professional liability" insurance)

\$300-\$9,000 Broker costs and desk fees¹¹

Varies Self-employment income taxes

Varies Health insurance

Licensing and education

\$300-\$900 Online pre-licensing education¹²

Varies First-year, post-licensing education

\$100-\$500 Testing fees, licenses, background checks and permits¹³

\$50-100 Required continuing education¹⁴

\$50-\$1,000 Conferences; additional designation courses¹⁵

Marketing and advertising

- Business cards
- Computer and Internet access
- Website, domain and hosting (your website is critical to your success; see chapter 3)
- International Data Exchange (IDX) integration
- Lock boxes, signs, cameras, photography fees, etc.
- Community outreach (sponsorships through Little League, churches, and other organizations)
- Social media and traditional marketing (plan for 10% of your commission income)¹⁶

Hot tip

Keeping cash reserves

In addition to these cost-of-doing-business items, it's wise to plan and prepare for more volatile financial factors such as the health of your local economy and the variable time gap between when you list a home and when you actually receive a commission check for selling it. Wise agents keep a just-in-case cash reserve of up to six months.

Other costs include:

Cell phone

Wardrobe

Client entertainment (lunches, closing gifts and so on)

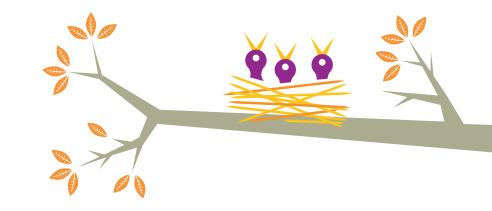
Vehicle-related expenses (fuel, insurance and maintenance)



The best way to make money in real estate

On average, real estate agents in 2015 earned \$44,354 per year.¹⁷ How you reach that average depends, of course, on the commissions you're receiving: You'll either need to win a whole lot of low-commission deals or just a handful of high-commission ones. Many agents shy away from the high-end markets, though—mostly out of fear.¹⁸

The Institute for Luxury Home Marketing, the authority in training and designation for real estate agents working the luxury residential market, can help you conquer that fear by equipping you with researched-backed training and tools.



4. Being Your Own Boss

The real estate business is inherently entrepreneurial, and there are perks to being responsible for your own business—you determine your own goals, you set your own hours, there's no cap to your potential earnings and so on.

But entrepreneurs—successful ones—are tenacious, self-motivated, organized, network-savvy and strategic. In short, they work their tails off... and they don't have television crews following them around to prove it. The great news is that entrepreneurship implies personal growth, so don't throw in the towel if you're not already Forbes material. Instead, choose one or two of the following characteristics of successful entrepreneurs, and be intentional about making headway.¹⁹

Planning and strategy

Very few professions allow for a fly-by-theseat-of-your-pants approach. Get serious about your future, set goals and evaluate your progress toward them.

Money management

Your first priority as a real estate professional is your clients. Your second priority? Cash flow. As we've already determined, it'll take money to make money, so develop discipline with your finances.

Self-promotion

"If you build it, they will come" isn't an especially healthy small business model. Instead, you'll need to exercise your extroversion muscles and get great at self-promotion (without being obnoxious). Share your expertise, become the go-to-guy or go-to-gal in your community and don't shy away from opportunities to get attention.

Relationships

Develop a genuine interest in people's lives, and they will flock to you. Know your clients and their stories, and remember your entire business depends on their confidence in you.

Negotiation and follow-up

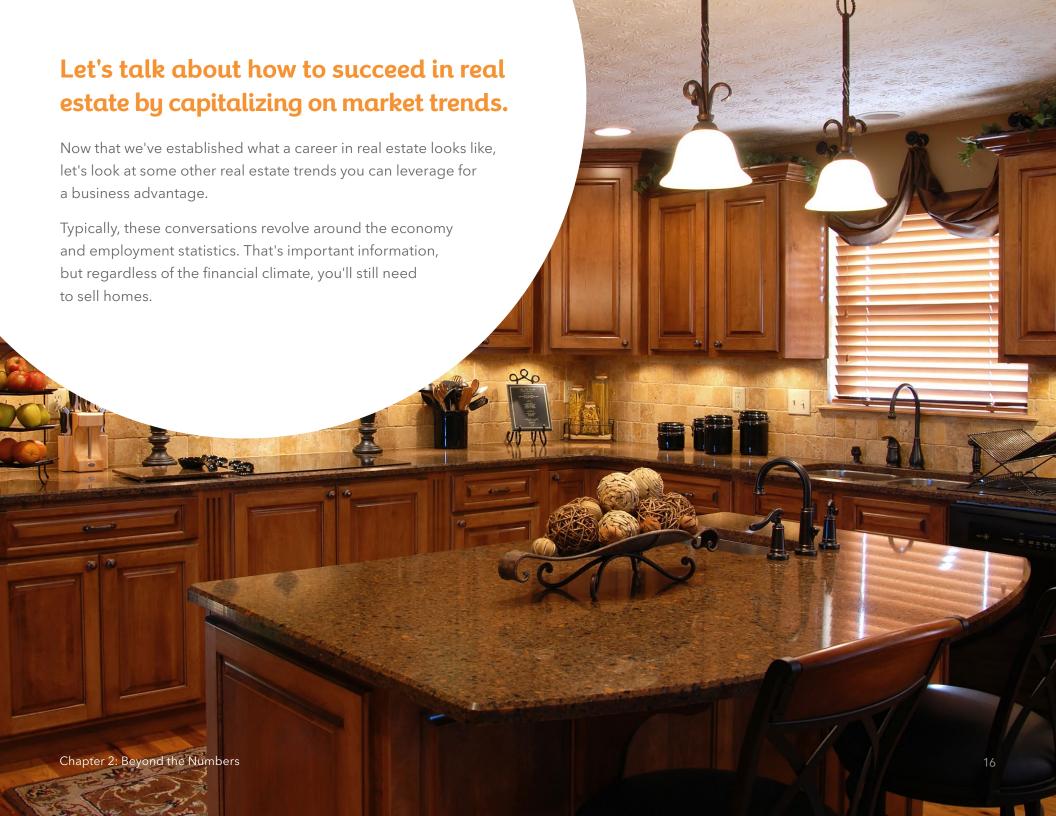
Get great at developing win-win situations for your clients, and don't be shy about actually asking for a sale. Be pro-active with your follow-up and remember every person you meet is a potential client.

Passive sales tactics won't get you very far as a real estate professional.



Chapter 1: Let's Get Real • Being Your Own Boss





Location, Location

From the type of home to where it sits, buyers these days have specific non-negotiables. Here's a quick look at how today's trends are shaping up.

Hello, suburbs and 18-hour cities

It's getting more expensive to live downtown, and Millennials are starting families—so we're seeing an uptick in suburban markets... particularly those near major cities, with public transportation and plenty of walking space. That doesn't mean, however, that cities are out. Younger buyers are looking for a happy medium between around-the-clock cities and sleepy suburbs, and urban planners are giving them just that in the form of "18-hour cities."²⁰

New construction

With the economy's bounce-back, new developments are ramping up in many markets—which means more accessible options for entry-level buyers. In fact, because starter homes are selling faster than middle- and upper-tier homes²¹, new construction may be the best bet for first-time homebuyers.

Thinking globally

Sales to international clients are on the rise²², and savvy agents will understand their unique needs. Foreign buyers typically purchase homes with a 50% higher price-point—most often in cash. People committing to an international relocation often have specific needs and desires. Listen intently to help match them with a perfect home.



The "Starbucks effect"

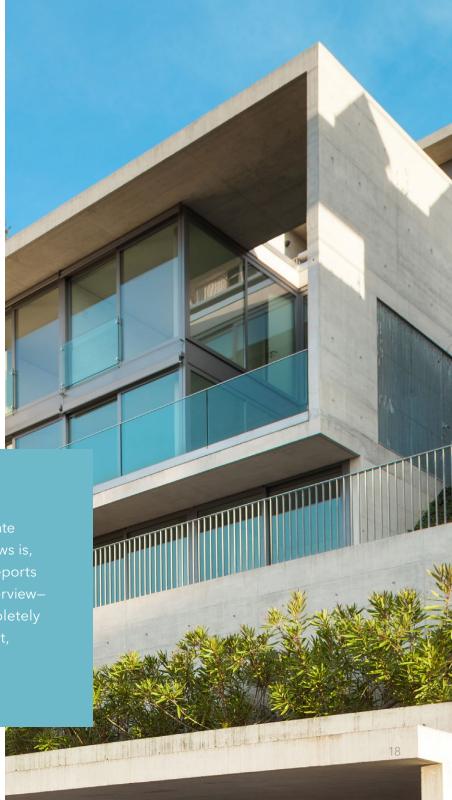
Although we don't expect Trulia to add it as a search feature anytime soon, proximity to a coffee shop has a real and positive impact on a home's value. We're not sure if coffee shops are landing in up-and-coming neighborhoods or if they're actually improving their local communities, but one thing is certain: If there's a coffee shop within walking distance, that's a feature worth listing. Incidentally, Whole Foods has an even more dramatic effect; homes near specialty grocers can list for as much as 17.5% more.²³

Affordable housing

Location certainly plays a role in the "Can we afford it?" conversation—but not only in terms of waterfront v. suburban sprawl.²⁴ For example, an affordable home may come with higher commuting costs or utility bills. Helping clients think through what "affordable" actually means can help you gain referrals.



The Internet is full of rich data for real estate agents, and typing "real estate trends" into a search bar will yield incredibly useful results. The best news is, you won't have to spend hours every day pouring over complicated reports and market data; many articles give a "Top Five Trends to Watch For" overview—just enough to keep you in-the-loop but not so much that you're completely overwhelmed. Consider investing in **Inman Select** (or, at the very least, subscribe to their daily email tips), keep your eye on **RealtorMag**, and access the resources available through our **Career Hub**.



A Decade Makes a Difference

Savvy real estate professionals understand how age and season of life influence homebuyers' preferences and purchasing power. Rather than minimizing generational differences, leverage them for your success. Following are some real estate market trends to keep an eye on:

Green is the new black

Baby Boomers are embracing energy efficiency²⁵, and they have the financial resources to build eco-friendly homes. But even younger buyers with less money to spend are looking for smart thermostats and wireless lighting controls. When it comes to features, if a home's got it, flaunt it!

Downsizing

Despite our culture's bigger-better-faster mentality, older homebuyers are looking for smaller homes, simpler lifestyles and more affordable options.²⁶ Offering patience, oozing calmness and listening intently are great ways to gain trust with these clients.

Open houses for younger buyers

If you're looking to attract younger homebuvers, a typical open house may not do it.²⁷ Consider hosting more of an event-like a craft beer tasting party. If you're reaching out to Millennials on Twitter or Instagram, don't forget to drop in some hashtags (we'll say more about that in the next section). And don't just hand out sellers' disclosures; put together a flyer of local hotspots. Does the home have a playroom, or could it? That's a huge plus for Millennials²⁸—even more so than a large yard-so feature it in your listing and open house. Think creatively and communicate in ways most meaningful to the generation you're targeting. Just be sure to stay well within appropriate legal guidelines when it comes to calling out specific demographics.











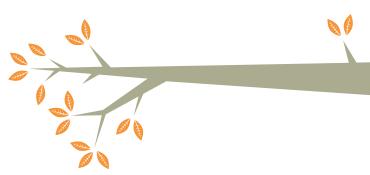
Authenticity is the key

Authenticity trumps everything when it comes to real estate.³⁰ Like used-car salespeople, real estate agents must battle unflattering misconceptions about their character. The only way to combat a deal-hungry reputation is to be humble and real. Talk about something other than real estate. Ask about your clients' families.

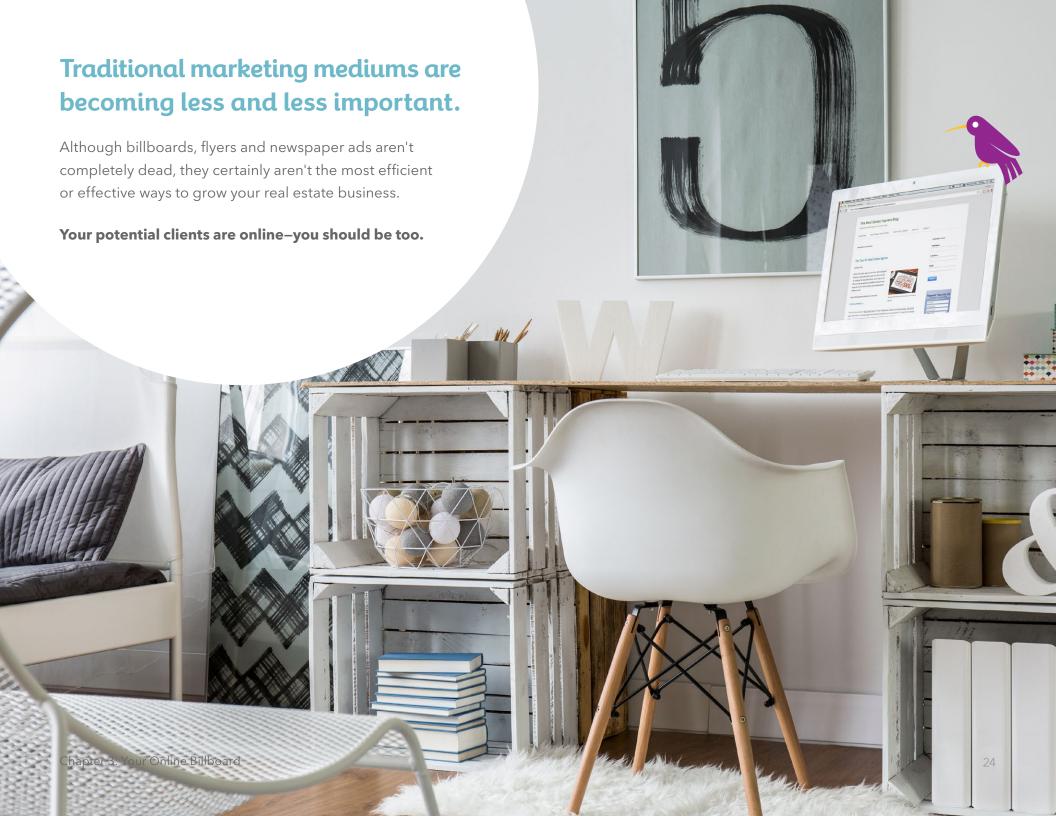
Don't take yourself too seriously. If your clients connect with you-if they feel like you get them-you're more likely to have a successful relationship.

In the lap of luxury

Even when the market's in a downturn, there's still a healthy luxury home market—a niche that can give real estate agents an enviable competitive advantage. By obtaining the Certified Luxury Home Marketing Specialist (CLHMS) designation, agents significantly broaden their client base and increase their earning potential. To learn more, visit The Institute for Luxury Home Marketing.









Your Digital Hub

The importance of a clean, easy-to-navigate, responsive website cannot be overstated.

If clients see your sign, they'll Google you first and call you second—maybe. Realty Times lists a "mobile-friendly professional website" as the No. 1 way to get more leads. Think about your website as your digital hub. That is, the place you can send all potential clients for the most up-to-date information available—not only for your listings, but also your blog (we'll get to that in a minute). Make your online space a one-stop, all-inclusive guide to buying and selling homes (from the buyers' and sellers' perspectives, not yours), and you'll quickly become the go-to agent in your community.

marketing priority, and you'll see benefits far into the future.

If you're working for a broker, you'll likely be handed the keys to a generic website. But to enjoy a successful real estate career, you'll need to build yourself as a brand—and brands aren't generic. In other words, the most important feature on your website isn't the IDX search functionality. It's you.³¹ Buying or selling a home makes people feel vulnerable, and your prospects are looking for agents with whom they connect—whom they feel they can trust. If your website appears to be all business and no humanity, you're much less likely to win clients.



Content Is King

From opening Facebook to downloading our emails, we are bombarded by marketing messages all day, every day.

The result is a culture that simply fast-forwards through the commercials, scrolls past ads and hits "unsubscribe" without even glancing at your brilliant opening sentence.³²

So, how do real estate agents break through all the noise and attract clients? By providing meaningful, compelling, useful content people want to see—blog posts, videos, infographics and so on. By entertaining and educating your prospects through your website, you'll become the sought-after, trusted expert in your community.

Not everyone is connected

Not all buyers and sellers are—or want to be—connected to their phones or computers 24/7. Don't put all of your real estate marketing eggs in the digital basket; be sure to include traditional marketing strategies as well. And keep in mind that even people who are hyper-connected will, at some point, want to spend time with you face-to-face. Be sure to make the most of every opportunity to develop relationships with prospects and current clients—regardless of their preferred communication style.

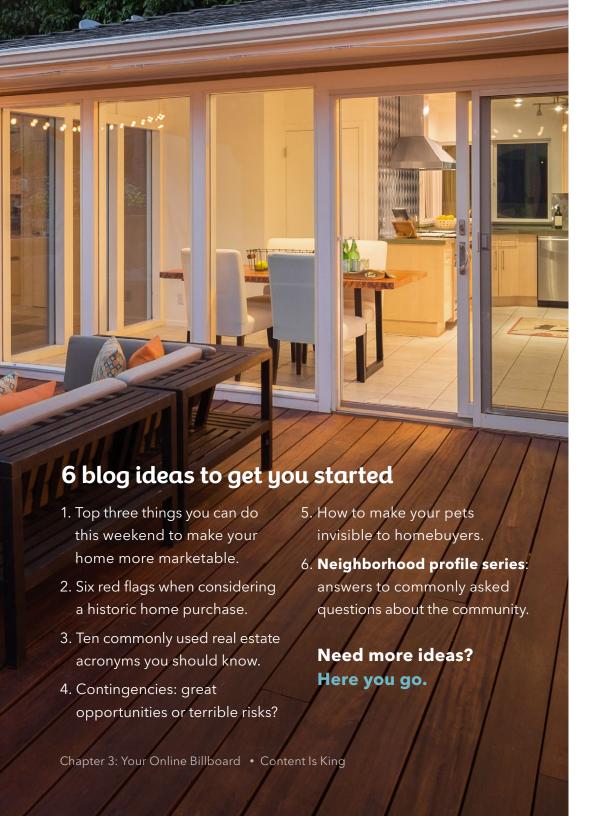
Hot tip How did you find me?

If you're investing money into marketing your real estate business, it's helpful to know what's working and what's not. When you meet prospects for the first time, make one of your first questions, "How'd you find out about me?" Their responses will help you decide if it's worth investing in Facebook ads or Google AdWords® or if you should develop a referral incentive plan. One of your best bets for connecting with future prospects is learning how your current ones found you.³³



Chapter 3: Your Online Billboard • Content Is King



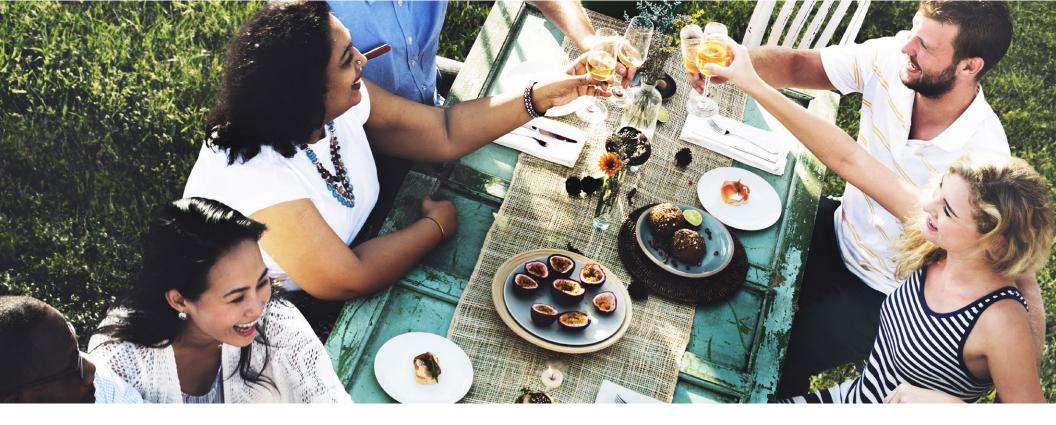


Blogging 101

If you've never blogged, getting started can feel overwhelming. Here's some great news: You can get set up and post your first piece within a couple of hours. Here's how:

- 1. Ask your website provider to add a blog section to your site. If you're still using a generic site provided by your broker, no worries: Choose a blogging platform like **WordPress**, **Blogger** or even **Tumblr**. In this case, be sure your website has a link to your blog and that your blog has a link to your website.
- 2. Find a domain name and web hosting provider (GoDaddy, Bluehost, and so on).
- 3. Design your blog. It sounds scary, but the blogging platforms we recommended will take you step-by-step through the process.
- 4. Write a post.
- 5. Publish it.
- 6. Be consistent: Choose a particular day and time of the week to post, and do so at least once per week. Keep your posts smart, short and entertaining, and share them on all of your social networks shamelessly.

Poof! You're a blogger. For more detailed instructions and advice, we recommend **Blogging Basics 101, Start Blogging Online** or **The Blog Starter**.



Going Social

So you have a killer website with compelling content to offer. Now how do you get people to see it, fall in love with you and hire you?

Facebook and Facebook ads

The average American spends 40 minutes per day on Facebook, making it the most active social platform by a landslide, and the network drives nearly 25% of all social referral traffic.³⁴ Real estate agents who aren't actively using Facebook are missing the opportunity to connect with an enormous prospect and referral base.

Of course, it's critical to focus on the social part of social media, which means Facebook shouldn't become simply a repository for your listings. Rather, it's a place to engage with prospects, provide useful information (via links to your website) and build credibility.

You'll enjoy more success using Facebook if you invest in ad campaigns.³⁵ Fortunately, advertising on Facebook is simple, affordable and effective, and the **platform's business portal** offers valuable information and direction. For real estate industry-specific insight, check out **Realtor.org's Field Guide**.

Should I use my personal Facebook profile or start a business page?

If you plan to use Facebook as part of your marketing strategy, you will want to set up a business page. You'll have access to Facebook Insights, you'll be able to run ads and you'll be able to keep your private life private—an important safety consideration. Need help setting up a page? Check out Placester's Step-by-Step Guide.



Boosting engagement on Facebook³⁶

- Post content your followers will enjoy
 ("like") and want to pass along ("share")
- 2. Use photos and videos whenever possible.
- 3. Focus on your followers, not your business.
- 4. Respond to comments. Facebook is a two-way conversation, not a bullhorn.
- 5. Use humor.
- 6. Ask happy clients for reviews
- Use Facebook Insights to learn more about your followers and their online habits.





Twitter

As with Facebook, Twitter's a great way to connect with prospects and nurture relationships. As a real estate agent, it's critical to determine who your audience is and what content they're most likely to enjoy. As a general rule, your Twitter posts should be:³⁷

20% links to your blog or website20% links to other people's content20% about your business

40% personal interaction, commenting and networking

Instagram

Real estate is inherently visual, and while Facebook and Twitter have photo functionality, Instagram was built for it. Plus, since Facebook has acquired Instagram, you can seamlessly share photos between the two networks.³⁸ Use Instagram for behind-the-scenes storytelling, share images on Instagram's photo map to show your neighborhood-level expertise and shoot short videos of your listings. And be sure to watch for "hearts" and comments on your photos; they're the only metrics available on this platform.



Hot tip Hashtags

People will find you on Twitter based on your hashtags. More importantly, you can search hashtags to learn more about your prospects and your community, which will help you create more meaningful content.

Check out Zillow's definitive list of real estate-related hashtags.

A lesson from Snapchat

Snapchat is a photo and video messaging service with more than 100 million monthly users and a value of \$19 billion. Massive brands are using it. News agencies are using it. Can real estate professionals use it?

Some are, but at the moment it seems Snapchat is most useful for understanding the mindsets of the people who use it: Millennials. These young homebuyers are primarily concerned with fast and efficient service. They're used to having everything they need at their fingertips, and if you expect to become their agent, you'll need to embrace mobile technology, have a robust presence on social media and establish yourself as an expert.



Pinterest

Pinterest allows you to create and manage multiple online bulletin boards. For real estate agents, Pinterest is a gold mine for visual storytelling. Create boards for each of your listings that include photos of the property and surrounding area, nearby hotspots and local trends. Highlight your expertise by offering collections of kitchen makeover ideas or curb appeal spruce-ups.

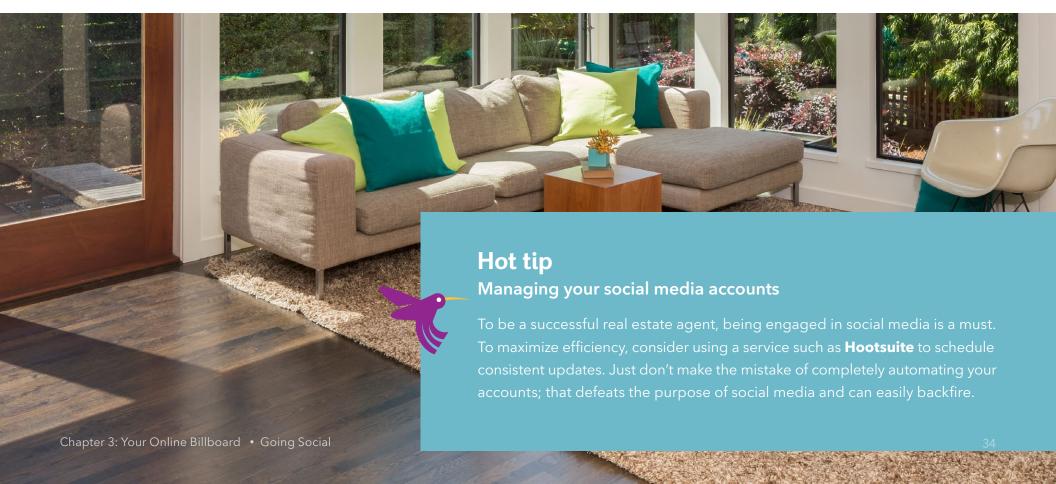
LinkedIn

LinkedIn is useful for building credibility with prospects—share your resume, your successes, awards and accolades you've received and endorsements from happy clients.

But don't miss the other useful aspect of LinkedIn: professional networking.

Live streaming

It's one thing to capture and share content after-the-fact, but in a world that deeply values authenticity, live streaming has become the next big thing in social content. Particularly among younger homebuyers, platforms such as **Meerkat** and **Periscope** are allowing prospects to get exactly what they want (expertise) exactly when they want it (now) and be a part of the conversation in real time.



If you're not going to swim, don't jump in

There's almost nothing worse than an inactive social media account. If you launch a Facebook page, use it! If visitors find you on Facebook and discover your most recent post was three months ago, they'll move on to the next agent. Ditto for Instagram and Twitter. Don't be tempted to sign up for every social network possible just because you're "supposed to." Choose one or two platforms, and swim to the deep end.

Social listening

People love to talk about themselves, and those who are active on social networks aren't shy about sharing everything from what they ate for breakfast to the topic of their latest argument with their spouse. Creating meaningful content becomes much easier when you take some time to simply listen to what people are saying all around you. What are their pain points? What problems could you solve for them? What advice could you offer? Ask questions through your accounts. Join groups, comment and listen far more often than you post. Search relevant hashtags. And did we say listen?





These days, our mobile devices are our "first screens."

That is, we're much more likely to reach for our phones than we are to go to our computers. Fortunately, the real estate industry is keeping up with our always-on culture, and agents have their pick of business-boosting apps. Professionals who include cutting-edge, tech-based approaches to customer relationship management (CRM), video, communication and listing presentations in their real estate marketing strategy will enjoy a competitive advantage.

Trulia and Zillow and Realtor, Oh My

With the advent of aggregator sites like Trulia, Zillow and Realtor.com, technology is empowering real estate consumers in unprecedented ways. Fortunately, that doesn't mean real estate professionals are suddenly obsolete. Unfortunately, technology isn't without flaws, and discrepancies between the real world and these sites can create tension in realty relationships.

Despite questionable ethics and often outdated or inaccurate information, aggregator sites don't seem to be going away anytime soon. Real estate agents should educate their clients—without shaming them—that these apps are just a handful of many tools available to home sellers and buyers, not definitive sources. Keeping open, honest communication with clients is key.

88 88 A word of caution

Some new players on the scene, like

Roostwise, promise to manage the "entire home buying process." Although it appears

that they might offer consumers more complete and accurate information, these aggregator sites can be damaging to real estate professionals,

churning out listings and then claiming to give

access to screened specialists. Want to be one of those specialists? It could cost you up to 50% of the buyer's side

of commission.

Hot tip

Educate consumers via your blog

Posts about the pros and cons of using sites like Trulia, **Zillow** and Realtor.com can boost your credibility with
prospects. Just don't be catty, arrogant or blaming.

Stick to the facts, and help your readers see how you're
a much more valuable asset for their real estate needs. **Read this blog post for more information.**

Chapter 4: There's An App for That • Trulia and Zillow and Realtor, Oh My

Communication and Customer Relationship Management (CRM)

Given the number of moving parts involved in real estate transactions, it's no wonder how burdensome it can be to establish and maintain clear communication. Thankfully, technology is particularly useful for solving this problem.³⁹

Slack

Communicating with a team has never been easier. Slack brings all your communication to one place and integrates with other communication channels you may be using: DropBox, Google Drive, Twitter and more. In addition to text messaging, you can share photos and documents, comment on one another's messages and collaborate more efficiently. Plans range from free to \$15 per month.

DocuSign ink

Paperless transactions are a growing real estate trend, and **DocuSign** allows you to close deals and finalize paperwork without babysitting your office printer. Individual plans are just **\$10 per month.**

AM open house

For agents who've grown weary of traditional open house sign-in sheets, **AM Open House** will take you digital. It efficiently captures data and integrates it with a variety of email marketing and CRM tools. The AM Open House **app is free**.

IxactContact

IxactContact combines a CRM with an email marketing platform and website solution for seamless communication with clients and allows efficient marketing to prospects. The app's **monthly fee is \$34.95**.

Insightly

In addition to offering a dynamic CRM, **Insightly** includes project management tools and, as the name suggests, detailed insights on customers and contacts. Plans range from free to **\$99 per month** for its Enterprise solution.



Additional Tools

As clever as you may be with real estate descriptions, nothing draws interest like photos, videos and eyecatching presentations. Luckily, technology that takes your visual presentation to the next level is at your fingertips.

Let's GoPro

For a relatively small investment, agents can purchase a **GoPro** camera and drone to produce fly-over and fly-through videos of their listings, an efficient and effective way to help buyers decide if they're ready for a live walk-through.

Even if you're not quite ready to embrace drone technology, incorporating video into your real estate marketing strategy is a fantastic way to connect with current and future clients:⁴⁰

- Share video tours of your listings' neighborhoods.
- Produce a video autobiography in which you share your expertise and, most importantly, display your personality.
- Post your videos directly to Facebook to leverage the platform's logarithms and reach the most people.

Your videos don't have to be HGTV-quality, but be sure the lighting and audio are good—and keep them brief. Unless you're particularly entertaining, you'll have people's attention for no more than one minute.

FlowVella

To produce high-quality presentations, take a look at **Flowvella**. Not only can you create stunning, app-like presentations, but you'll also receive valuable insights on who viewed the content, and you can effortlessly share your content across your social networks. You can get started with Flowvella for free.



Federal Aviation Administration (FAA) regulations are evolving regarding drone use, but for the time being you'll need to apply for and obtain a Section 333 waiver to do this legally.⁴¹



Advice from an expert

Q&A from an Expert

Kellie Tinnin (@KellieTinnin)

Real estate professional, writer and blogger

How can real estate pros make the most of apps without feeling threatened by them?

Because a real estate agent's information is no longer proprietary, other platforms force us to be better at our jobs. We have to adapt by educating our prospects and showing consumers we bring value to the process.

How can new real estate pros build their brand?

Spend time thinking about your goals. Real estate is not a cookie cutter business. Spending some time in discovery will help with personal growth and allow the authentic you to shine forth.

Ready to take the plunge?

If you want more information on starting a real estate career—or if you're certain it's a great fit for you we're here to help you get started.

Visit **RealEstateExpress.com** for more information.







Real Estate Express

Many people start out in real estate while they're employed in other fields, going to school or caring for their family. **Real Estate Express** offers nationally accredited pre-license, post-license and designation courses online, allowing students to stay engaged in their current work while moving toward a career in real estate. Instructors are subject matter experts, and they're accessible to students to answer questions and offer guidance. Real Estate Express has helped more than 200,000 aspiring real estate professionals set the stage for their careers in real estate. Start here to take steps—quickly—toward your new career.

McKissock Learning

McKissock Learning enables real estate agents, brokers and appraisers to maintain their licenses and achieve more in their careers through innovative courses, webinars and job aides. Founded in 1990, the company has trained more than two million licensed professionals and earned exceptionally high course ratings. Be sure to check out its Unlimited Learning Pass, which grants access to a vast online library of courses, videos, podcasts, webinars and other learning tools for a low annual fee.

Chapter 5: Resources

The Institute for Luxury Home Marketing

The luxury home market offers high-commission opportunities, but as we mentioned in an earlier chapter, many real estate agents shy away from working in this segment of the market. **The Institute for Luxury Home Marketing** offers the Certified Luxury Home Marketing Specialist (CLHMS) designation for luxury home marketing, conducts research in the high-end market and provides its members with the information and tools to be more successful.

Agent Press Library

The **Agent Press Library** is full of free real estate marketing resources, compiled by content marketing guru Brian Clark. Clark's goal is to help you generate more leads and convert more of them into sales by improving your content, social media and search marketing prowess. He's also the guy behind the most popular WordPress theme for real estate professionals.

Inman

Inman is the go-to source for real estate industry trends and tip sheets. You'll find articles on technology and marketing, helpful tips to share with your clients, MLS news and tons more. Many sections of the site are free, and access to their entire library of resources ("Inman Select") is just \$199 per year for individuals.



LinkedIn

For personal and professional development, nothing beats the community you'll find in **LinkedIn Groups**. LinkedIn is also the best way to establish your reputation as an expert in the real estate business and capture leads you'd never even know about (think relocating professionals). Check out these groups to get you started:

- Luxury Real Estate Network
- REI Today
- The Real Estate Networking Group
- Real Estate Professionals and Vendor Network Group

National Association of REALTORS®

Don't make the mistake of thinking about the **National** Association of **REALTORS**® only as the place to which you pay yearly dues. Their website offers helpful videos, research and statistics to help you stay on the cutting edge of the industry, conference opportunities, legal information and niche market tips.

Industry influencers on Twitter

Even if you're not the tweeting type, you won't find a better place to listen to real estate thought leaders than on **Twitter**. Check out **Placester's recommendations** for a diverse group of pros to follow.

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