

Life as an  
**Agent**  
in Today's World

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A REAL ESTATE EBOOK FROM



# Introduction

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With all of the tools, tech, and information available, there's never been a better time to become a real estate agent. [Pre-Licensing](#) and [Continuing Education](#) requirements can be satisfied on the go with our sophisticated online learning platform, social media empowers brokers to reach more people with fewer upfront costs, databases make searching for the right properties easier, and actions like digital walk-throughs help keep all of us a little safer amidst the recent COVID outbreak.

On the flip side, there's more competition, more to learn, more tools to master, and if you're not prepared to become an agent in today's world you'll be missing out on the opportunities that make right now the best time to be an agent.





The first thing to do is to refine your brand. In a modern digital world, there are a lot of people competing for your clients' attention, especially as more people stay home. You'll also use your tools to amplify your brand. That means you'll want to have artwork that's professional and aesthetically pleasing. If you're working with a brokerage firm, branding is often provided and you can move on to defining what makes you unique.

Don't worry, brands evolve and so can you. Start simple but be just slightly different, like having a professional photographer take your headshot in your favorite part of town. People are more inclined to do business with people they can relate to, so don't be afraid to show a little personality.

Next is to assemble your toolbox. If you're performing an extensive home renovation, would you rather use hand tools or power tools? More often than not, power tools will be preferred, and the same is true for building a career in real estate. Now that's not to say that you'll never have to be a little "old school" from time to time, like writing a hand-written note, meet for coffee, or use business cards, but using real estate's "power tools" can dramatically improve your efficacy as an agent.



Here's what every agent should keep in mind to be successful as a real estate professional in today's world:

# 1

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## Choose an Online Education Platform

While we can't speak for the others, our [Pre-Licensing](#) and [Continuing Education](#) courses are straightforward, interactive, and are sophisticated enough to be completed on a tablet or mobile device. There's no need to commute to a classroom, lug around materials, or wear a mask. Do your research and choose an online platform that will help keep things seamless as you grow.



A modern living room with a white wicker chair, a grey sofa, and a wicker lamp. The room has a light blue wall and a wooden floor. A white rug is on the floor. A window with white curtains is on the right. A potted plant is on the left.

“Easy site navigation and class portals. Content was easy to access and return to if I needed to step away.”

- *Tami M.,  
The CE Shop student*



# 2

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## Use a Customer Relationship Management Tool

Customer Relationship Management tools, or CRMs, are digital databases that help you funnel leads, follow up with interested parties, and remember important information. Many platforms like [Wise Agent](#) allow you to manage your client information and even help you manage transactions, automate some of your marketing efforts, and schedule appointments. The platform cost is \$29.99 per month, offers 24/7 support, and can integrate with things like your Google Calendar.

# 3

## Brush Up On Social Media

Social media is a great way to stay in contact with your clients and social circles, especially as more people are spending time in front of their screens. It's a must for any modern agent and can be incredibly useful. Real estate is a visual thing, so posting great photos on Instagram and Facebook is a must. We recommend familiarizing yourself with photography basics like shooting during the ["golden hours"](#), and the [rule of thirds](#). Once that's mastered, you can start playing with editing settings in apps like [Instagram](#), [Pixaloop](#), or [Adobe Lightroom](#) to create absolutely stunning images that can be distributed across social media.





“74% of sellers use  
social media to find  
their real estate agent.”

- *Homespotter*



# 4

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## Master the Digital Walkthrough

There's no denying that COVID-19 has changed the way we do business. Luckily modern technology has made it easy to video call, and thus perform a video walkthrough. We recommend that you and your clients use [Zoom](#) to record the walkthrough and revisit it if necessary. Use your headphones, that way you can focus on keeping the camera steady. If you really want to get serious with your video walkthrough, use a basic [gimbal](#) with your smartphone which will help you create smoother and more professional-looking videos.

# 5

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## Find a Graphic Design Platform

You don't have to worry about learning the ins and outs of Adobe Illustrator or design theory. Rather, tools like [Canva.com](https://www.canva.com) make it easy to overlay text over images, create flyers, and make aesthetically-pleasing posts. Best of all, it's free to use and great for quick, simple graphic design projects you might have been putting off.





# 6

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## Understand How People are Searching for Listings

Real estate search engines are part of the new normal, especially as more people are browsing from the comfort of their couch. To help make yourself more visible, you might want to consider becoming a [Zillow Premier Agent](#). Zillow owns both [Trulia](#) and [StreetEasy](#), making it one of the largest real estate search engines in the game. Sure it's a great way to advertise a listing, but it's also another way to get your name out there and to invite new clients to engage with your brand.



# 7

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## Use an E-sign Platform & Keep Records in a Secure Place That's Not Your Desktop

By now most people are comfortable with signing documents electronically, and many younger buyers prefer it. Make sure you're prepared to handle both new school and old school ways of doing business. Platforms like [DocuSign](#) make electronic transactions simple, efficient, and easy to perform. In some cases, you can even integrate DocuSign into your CRM's lead flow.

Once documents are signed, be sure to save them in the secure cloud of your choice e.g. Google Docs, Apple Time Machine, or DropBox. That way if you lose, damage, or upgrade your computer all of your records will be accessible.

# Conclusion:

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Regardless of the tools you choose, the path to success in real estate is paved with a lot of persistence and hard work. To start, your personal finances might be a little tight, so don't feel discouraged if you can't afford the most sophisticated tools or need some time to master them. By using the basics in conjunction with your skills as an agent, and a healthy dose of friendliness, you can accomplish a lot.

And of course, the basics still apply. Keep a clean well-maintained vehicle, make yourself reachable, maintain a friendly, put-together appearance, listen, and keep your clients' best interests at the forefront of everything you do. The rest should just fall into place.



# About Us

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Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

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

