



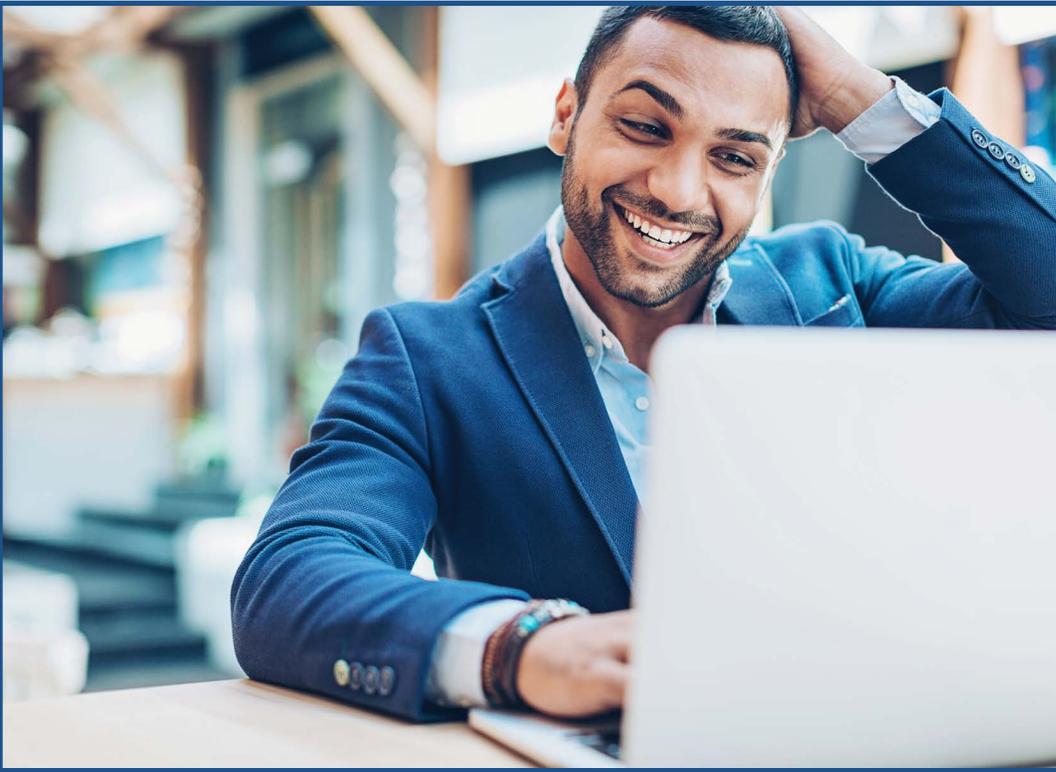
Gaining Your **INDEPENDENCE** as an Agent

A REAL ESTATE EBOOK FROM



INTRODUCTION

There are many reasons to become a real estate agent. Some do it to help people find their little slice of heaven and others do it for its limitless earning potential. Many make the leap simply because it's a career that lets you become your own boss, which makes it perfect for people who need some flexibility in their schedule. However, as any agent will tell you, success in real estate only comes after a hefty investment of time and a lot of hard work. So while becoming fully independent might not happen right away, there are things you can do to help get you there sooner.



01. *Start Now*

The first step in becoming an agent is to satisfy the educational requirements and state-issued exam for licensure. Sophisticated online platforms like ours are, in fact, designed for those who lead busy lives and can thus be completed at your own pace. If you're thinking about making a switch to a career in real estate, we recommend beginning your education before leaving your old career behind. Some states like Colorado require 168 hours of Pre-Licensing education, whereas states like Florida only require 63 hours of Pre-Licensing education, and others require Post-Licensing education. Depending on the state you're in, it could be a few months before you're ready to make your first sale, so it's best to get a jump on it now.

If you're already an active agent, then you know that Continuing Education is required every so often to maintain your licensure. By choosing an online education partner, you can complete courses anywhere there's an internet connection and you'll be better able to concentrate on maintaining your current flow of business.



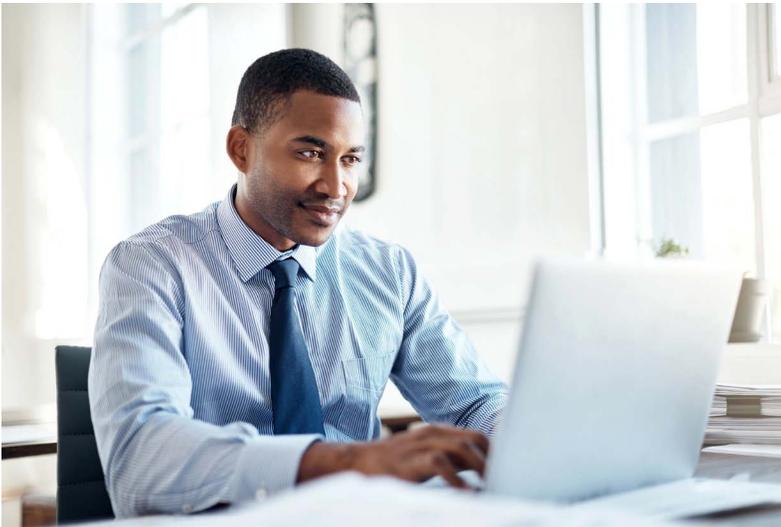
02.

The Simple Things Have Impact

Whether you're learning how to play a new instrument or you're learning a new industry, it's always good to start with the basics. The time will come when you can fine-tune your online marketing strategy with sophisticated Customer Relationship Management platforms, social media ad spends, and lead generation subscriptions. Start by having a professional headshot taken, print some business cards, and set up your social media accounts. Your first sales will likely come from friends or family members, but first they have to know you're licensed to sell real estate.

Once you begin helping others, the basics still apply. You don't need a luxury vehicle or designer clothing. In fact, those things might work against you. Rather, keep things neat, tidy, and [professional](#), and you'll be just fine. Then pair that with a friendly, sincere demeanor, and you'll be well on your way.

Also, don't forget that a handwritten note can go a long way, perhaps even more so in our increasingly electronic world. [In an Inman.com article authored by real estate veterans Richard and Beth Witt, they wrote:](#)



“

I generated more business from sending thank-you cards (my goal was 10 cards a day) than any other activity. I could write a book on the business I generated from these cards ... for now I will just encourage everyone to start sending these much-loved and very appreciated notes to anyone and everyone. I promise that doing so will generate business.

- In an Inman.com article authored by real estate veterans Richard and Beth Witt -

03. Find a Mentor

To further help expedite your quest for independence, find a mentor and be their sponge. By building a relationship with a mentor, they'll likely steer you away from mistakes they made, help you draw on experiences they've had handling unique client needs, and maybe even throw you a lead or two. Nearly every top agent has had a mentor at some point in their career, so why not find one when it's most helpful at this point in your career? Just don't forget to return the favor when you're one of your area's top agents.

"Mentorship laid down a great baseline for me to follow for the rest of my career."

Agent Amanda Gordon, talking to REALTOR® Magazine





04. Commit to a Routine

Like beginning a new workout regimen or training a new puppy, it's imperative to establish a routine and stick to it. Since real estate agents are afforded freedoms that other professionals aren't, sticking to a routine can mean the difference between being an average agent and a top professional in your area. Some helpful tips for building a routine include:

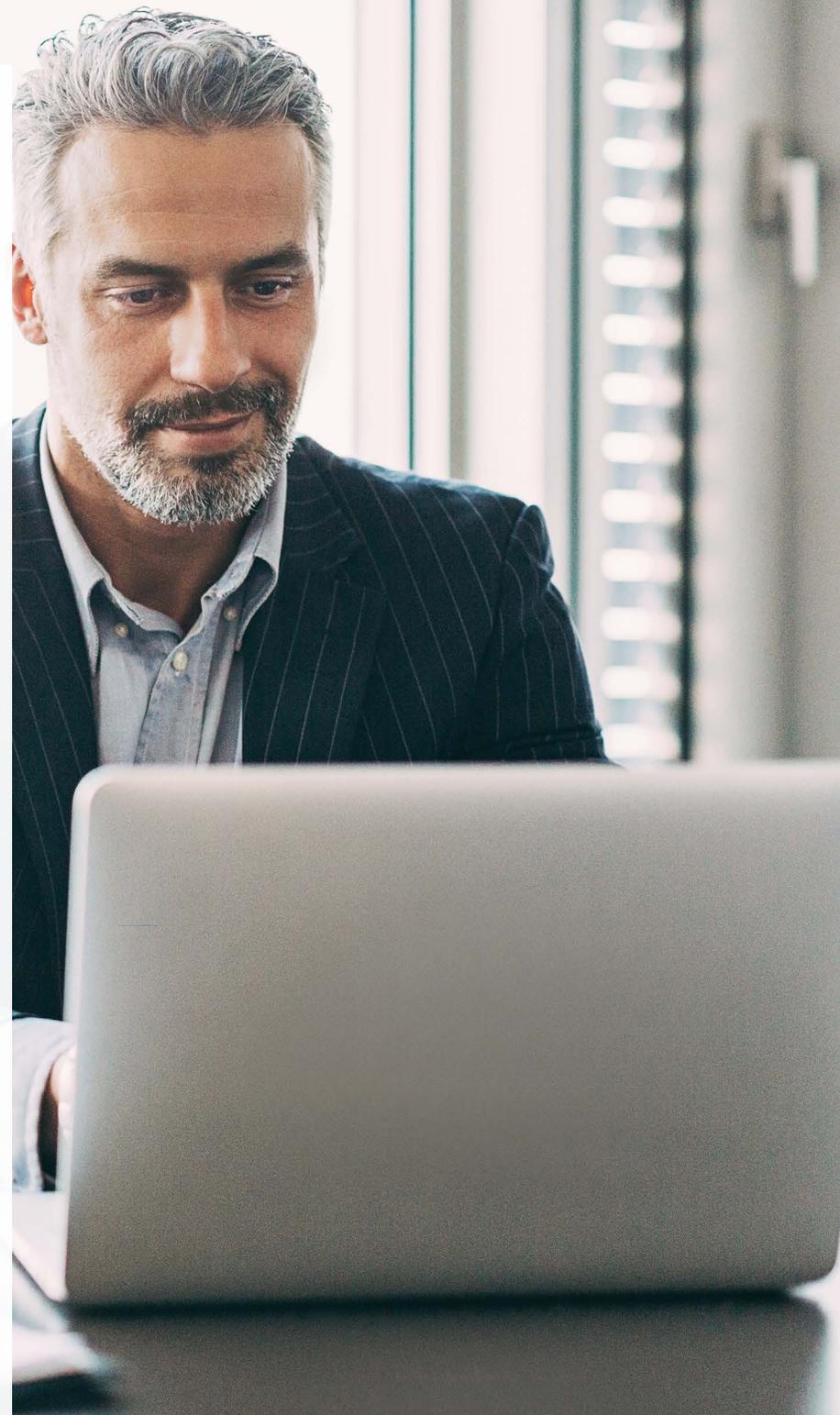
- Setting attainable goals (your mentor can help you with this!)
- Time blocking
- Avoiding time-vampires like personal social media accounts, video search engines, and television
- Prioritizing the important things and always completing them first
- Rewarding yourself for completing all of your daily tasks
- Plan set meals
- Remember to ask yourself "what is the purpose of this activity?"

According to Northwestern Medicine ([NM.org](https://www.northwestern.edu)), having a regular routine has also been shown to lower stress levels, help improve sleep, and promote healthy lifestyle choices that improve one's overall [mental health](#).

05.

Choose the Right Broker

Earlier this year, [we wrote an ebook on choosing your broker.](#) In it, we break down the different types of brokers, how commissions are split, and how to choose the brokerage that's right for you. In short, there are several types of brokerage firms to choose from, and each has its own unique set of benefits. So while we always recommend doing your research and shopping around to find the people and the place that fits you, the quickest path to independence is likely a larger broker with a less lucrative commission structure. In turn, you'll receive leads, marketing support, and a seamless document flow structure, which will help you get on your feet sooner.





06. *Always Remember Why You're Doing This*

Few professions afford the flexibility and earning potential of a career in real estate. Sure, it can be difficult to get off the ground, but when you work for yourself the success is all that more rewarding. With persistence, sticking to the basics, putting yourself out there, keeping your vehicle clean, and keeping a genuine desire to help others at the forefront, you'll be well on your way to building your brand and your schedule around the things that matter most.

About us

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.

