

# *Giving Back* — AS A — *Real Estate Agent*

How to help grow your  
town as a community leader

A REAL ESTATE EBOOK FROM



# *Offering Your Time and Services*

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Supporting your community through philanthropic activities is one of the best ways for agents to get in touch with their town's pulse and further their area's goals of helping those less fortunate. Whether it's holding monthly town halls discussing how to clean up the local reservoir or simply volunteering at a food bank, giving back to your town will help further your career purpose while benefiting both your community and your business.





“

We make  
a living by  
what we get.

We make a  
life by what  
**WE GIVE.**

”

WINSTON  
CHURCHILL



# *The Benefits of Giving Back*

Community service is a two-way street for both the agent and their town. Volunteering allows you to simultaneously grow your career and help your community prosper.

# How Your Town Benefits

1

## Add Value to Your Community

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The effort you invest in philanthropic activities equates to an added value to the community. Whether that's feeding the hungry or building homes for those without a roof over their heads, the more time you put into helping those less fortunate, the further your impact will extend.

2

## Further Your Town's Development Goals

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Every town has development goals. For an oceanside town in Florida, it could be maintaining the cleanest beaches in the state. Elsewhere, it could be building new outreach support groups that monitor and limit the crime rate in an emerging city. Discover what your community's objectives are and help them achieve them.

3

## Help People Less Fortunate

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Regardless of our own experiences, life can throw twists and turns, leading some to be left behind. By volunteering, you'll be able to help these people get back on their feet. Over time, what you put in can ultimately lead to better outcomes for your community as a whole.

4

## Increase Home Demand by Creating a Safer Place

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Supporting your community by giving back can actually diminish crime over the long term. As an agent, this is important for attracting more potential individuals and families who are looking to settle down in a town that they can feel safe living in. In the end, everyone wants to live where they can walk around at all hours of the day and night without fear of violence or witnessing out-in-the-open drug usage.

5

## Increase Home Prices

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The high competition discussed in bullet four will ultimately lead to homes being sold at higher prices. This could incidentally lead to your clients seeing their investment grow faster than expected. While this should never be the main goal of giving back, there's nothing wrong with helping build a better place for your business to thrive.



# How the Agent (You) Benefits

1

## Widen and Strengthen Your Network

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Giving back to your community provides you the opportunity to meet new people from all walks of life. You'll also further strengthen your current bonds when inviting colleagues and friends to these activities. These interactions can lead to new opportunities where you can help your community members find the home of their dreams.

2

## Expand Your Local Knowledge of the Area

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Think about how many times you take a wrong turn and discover a brand-new shopping plaza construction site or overhear a conversation about a recent new local ordinance. These are the types of things you may have never learned about if you hadn't stumbled upon it by chance. When you volunteer, you'll become more involved with your town and what's going on. This will give you a greater sense of the town's current state and will allow you to use this information to better sell and inform out-of-area clients.

3

## Gain Perspective About Your Town

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You'll begin to learn what makes your community tick; what are their needs and values that differentiate them from other places? Learning more about this perspective will help you further understand the direction your town is heading in and what you can do to support them in their efforts.

4

## Meet Fellow Community Leaders

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One of the best ways to generate leads is through word-of-mouth recommendations. When you get involved with helping your community, you'll meet your town's [Centers of Influence \(COI\)](#) who will get to know you and your services. Over time, they will trust you and could refer you to their own constituents for real estate services.

5

## Add Purpose to Your Career

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The main objective of a real estate agent is to be a community leader. When your community thrives, you succeed. Volunteering can further add to this purpose and give you the opportunity to get more out of this job than just helping people buy and sell homes.

# Ways to Give Back

Here is a list of ideas on how to give back to your community. When committing to your philanthropic activity of choice, make sure to create awareness around the issue through your email, social media, and traditional marketing.

1. Volunteer at Your Local Food Bank
2. Organize a Community Cleanup
3. Volunteer at Your Local Senior Citizen Center
4. Become a Big Brother or Big Sister
5. Donate to Holiday Food Drives
6. Make and Handout Sandwiches for the Homeless
7. Feed and Train Support Animals
8. Coach a Youth League
9. Tutor Underprivileged Children
10. Donate Blood
11. Participate in a Local 5K
12. Sponsor a Youth Sports Team
13. Become a Girl or Boy Scout Leader
14. Donate Old Clothes to Charity
15. Schedule a Volunteer Day





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As you grow  
older, you will  
discover that you  
have two hands —  
one for helping  
yourself, the other  
**FOR HELPING  
OTHERS.**

”

— AUDREY HEPBURN





# Giving Back & Eliminating Childhood Hunger



Our organization, The CE Shop Foundation, is a perfect example of how to give back to your community. The goal for us is simple: eliminate childhood hunger for the over 30 million children across the United States who participate in reduced or no-cost school lunch programs but have no source for food on the weekends.

Every Friday, we volunteer our time to pack backpacks filled with food to ensure that young children at local elementary schools and food banks have enough to eat when they're away from school.

If you would like to get involved, please visit our website: [TheCEShop.com/Foundation](https://TheCEShop.com/Foundation). It only takes \$4 to feed a family of four for an entire weekend, so every dollar counts!





## About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

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

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