

WHAT REAL ESTATE PROFESSIONALS CAN ADOPT FROM OTHER INDUSTRIES

A REAL ESTATE EBOOK FROM



INTRODUCTION

While some people are just born to work in real estate, more often than not, a career in real estate is something that finds you. Perhaps it's the flexibility that the industry offers, or the limitless earning potential that many typical nine-to-fives can't provide, but many professionals leave behind their career in all kinds of verticals to embark on their own real estate journey. That previous experience, however, is hardly wasted and can give agents who use their expertise from other industries a unique edge beyond simply building rapport with clients from similar backgrounds.



Nearly all professional experience is valuable in your real estate career, but here are a few backgrounds that can be especially useful.



SALES

EDUCATION

**INFORMATION
TECHNOLOGY**

**FINE ARTS &
PHOTOGRAPHY**

ATHLETICS

**FINANCE/
ACCOUNTING**

MILITARY

HOSPITALITY

SALES



It may seem obvious, but those with a sales background can easily transfer that experience into a career in real estate. However, it's likely not for reasons that you think. Real estate agents exist to help their clients find the property that fits their needs and wants, not to make a quick high-pressure sale over and over. Yet people with that type of background understand how much tenacity and rejection it takes to get your business off of the ground. Once they channel that energy into helping clients and have a chance to flaunt their customer service skills, they're bound to find success.



EDUCATION

Those who work in education possess a unique ability to stay organized and manage relationships, not just with their students, but with parents as well. In fact, many educators network with families by default, making for a great way to start a career in real estate. These skills are a must in both industries, but educators really shine in real estate thanks to their hands-on knowledge of the area's school districts. Beyond having enough space for the entire family, a primary concern for many homebuyers is the quality of their schools, and who better to help guide buyers to the schools that fit their needs than someone who's spent time working in them?





INFORMATION TECHNOLOGY

Some might be quick to dismiss Information Technology professionals, saying that they don't have the people skills to sell real estate, but there's nothing further from the truth. IT professionals, whether they work directly with people or behind the scenes, are just as capable of serving clients as any other professional. They also have a special knack for understanding and adapting to the tech that agents use on a daily basis. By maximizing their digital platforms and coupling it with their customer service skills, IT professionals can seriously get ahead in real estate.





FINE ARTS & PHOTOGRAPHY

In real estate, aesthetics are key. That's why staging a home and taking high-quality photographs can make the difference between an average listing and one that's a lightning rod for offers. Artists and photographers have a keen eye for aesthetics and can enrich the appeal of listings while enriching themselves through a career in real estate. Of course, both artists and photographers also command an entrepreneurial spirit and can even stage homes with their own work. Their critical eye and attention to detail are key to finding the perfect property that meets their client's needs.





ATHLETICS

Perhaps it's the need to continually better oneself or a way to reap the benefits of their own discipline, but many athletes are drawn to a career in real estate. Besides already establishing a name for themselves, athletes never shy away from hard work, which is exactly how you get ahead in the real estate game. Roger Staubach is a prime example of athletics experience leading to real estate success. Sure, he may have played for the Cowboys, but that was well before athletes were paid what they are today. His estimated [\\$600-million net worth](#) comes from his ventures as a commercial real estate mogul.



FINANCE/ACCOUNTING

Regardless of why somebody is purchasing a piece of real estate, everybody wants to know that their purchase is a good financial decision. Whether their background is in finance, they're an expert in tax law, or they're helping an investor analyze a particular market, having that knowledge base can help clients work real estate into their overall financial goals. When you consider that buying a piece of property is typically one of the largest financial decisions of a person's life, a background in finance is invaluable to real estate agents.



“ Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, **and managed with reasonable care**, it is about the safest investment in the world. ”

- Franklin D. Roosevelt



MILITARY



If there's anything that the military teaches you, it's discipline, routine, and hard work. Of course, military experience is diverse thereafter, but with those fundamentals, you can build a highly successful career in real estate. Plus, former military members are likely more in tune with what programs are available to active-duty military members, veterans, and neighborhoods close to the base. Not to mention, they have the ability to relate to, and form lasting relationships with, clients who have also served. These relationships can quickly lead to greater networking possibilities and even encourage clients to seek you out again and again. As we say in real estate, repeat business is always the best kind of business.



HOSPITALITY

People who work in hospitality (or restaurants) are experts in what makes a particular area great. After all, real estate is just as much about location as it is the property itself. With a background in this industry, you can help clients snag the perfect property close to the places that mean the most to them. For example, clients who love to hike might prefer a place in the foothills just outside of Denver, and people who love to play golf might be in heaven near the green in Myrtle Beach. Knowing what there is to do, where to eat, and how to spend free time in a given area is some of the most important knowledge a real estate agent can have, and hospitality sets you up to know it all.



“The smallest patch of green to **arrest the monotony of asphalt and concrete** is as important to the value of real estate as streets, sewers, and convenient shopping.”

- James Felt, *New York Times*

REAL ESTATE IS TRULY FOR EVERYONE

They say there are two things guaranteed in life (taxes and death), but in reality, there are three. The third? People are always going to need a place to live. That's where real estate comes into play. Real estate is always going to be in demand, and we all interact with it on a daily basis. Regardless of your professional background, you likely know how to make clients feel heard. If you can combine that ability with the drive to find their perfect property, you can change lives. With that in mind, anyone who's willing to put in the hard work and stick to a routine can become a successful real estate professional. Working your own unique experience into the mix will help you stand apart from the crowd, so don't be afraid to embrace your knowledge and skills from other industries.



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