

WHAT IS BEING A REAL ESTATE AGENT LIKE?

A REAL ESTATE WEBINAR FROM





INTRODUCTION

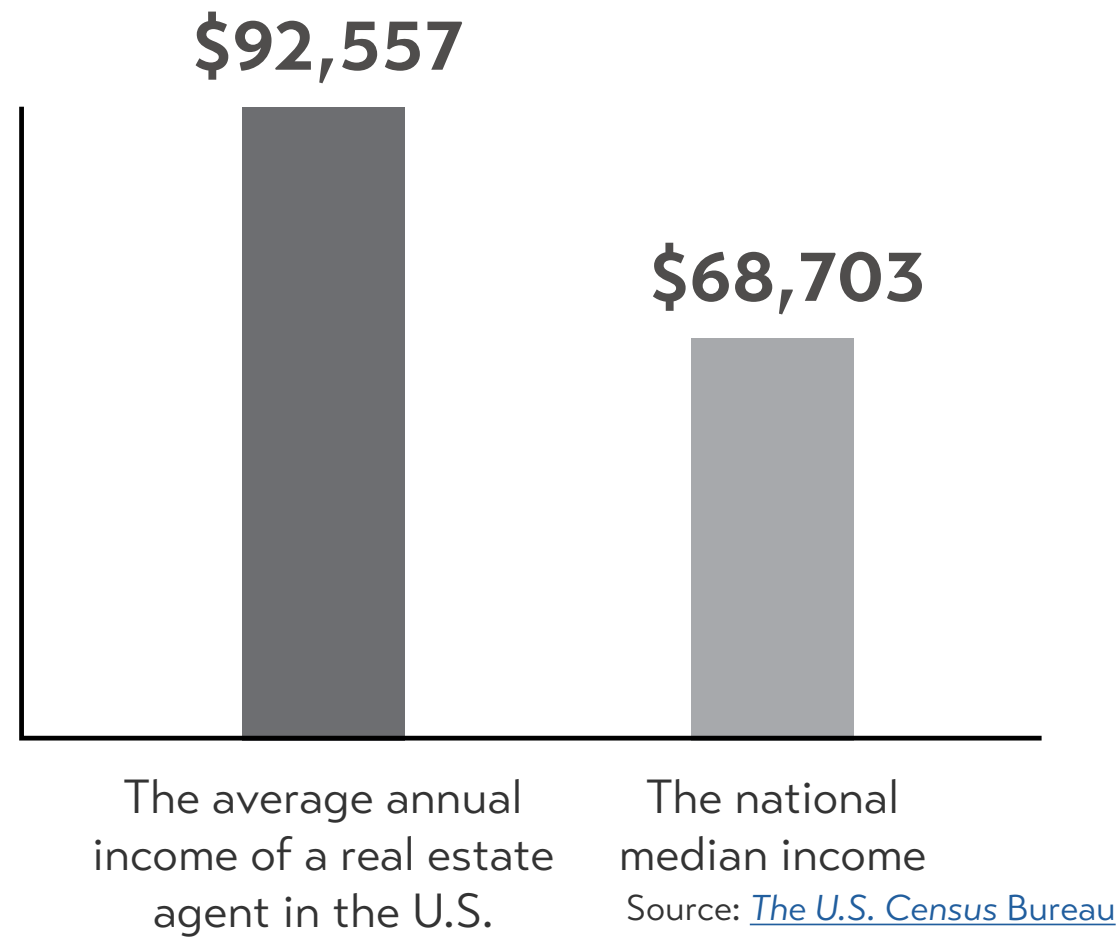
Most people know the basics of a career in real estate - buying and selling properties, of course. But what about the specifics? Before joining the industry, few actually understand just what goes into a real estate transaction, including familiarity with local laws and regulations, launching marketing campaigns, staging homes, and networking with Mortgage Loan Originators.

The truth is, real estate is so much more than baking cookies for open houses. If you're looking to launch a new career, here's what working in real estate can actually be like.

LUCRATIVE

Many agents work primarily on commission, so there is essentially unlimited earning potential. The **total amount that an agent brings home each year depends on various factors**, including the number of transactions they complete, the commission size of each transaction, and any relevant agreements they might make with an Employing Broker.





That said, **the average annual income of a real estate agent in the U.S. was \$92,557** in August of 2021. That's nearly \$30,000 over the **national median income**.

While it's not a guaranteed golden ticket, a career in real estate can certainly prove lucrative with dedication, strategy, and time.

Source: [Indeed](#)



A woman with long black braids, wearing a white blazer and black pants, is smiling and holding a tablet. She is standing in a kitchen, showing the tablet to two men. One man is wearing a maroon long-sleeved shirt and jeans, and the other is wearing a light blue long-sleeved shirt and jeans. They are all smiling and looking at the tablet. The kitchen has a white sink, a wooden countertop, and a stainless steel range hood.

VARIED

Whether you choose to work as your own boss or join a larger brokerage, **most real estate agents wear many different hats.** Each market, brokerage, client, and agent are different so, no matter your area of interest, a career in real estate can provide endless opportunities for growth and exploration. In fact, it's practically a guarantee that no two days will be alike.

If you choose a career in real estate, you might find yourself:



Balancing budgets



Creating and posting content to
social media



Generating leads



Negotiating



Managing client experiences



Staging properties



And more

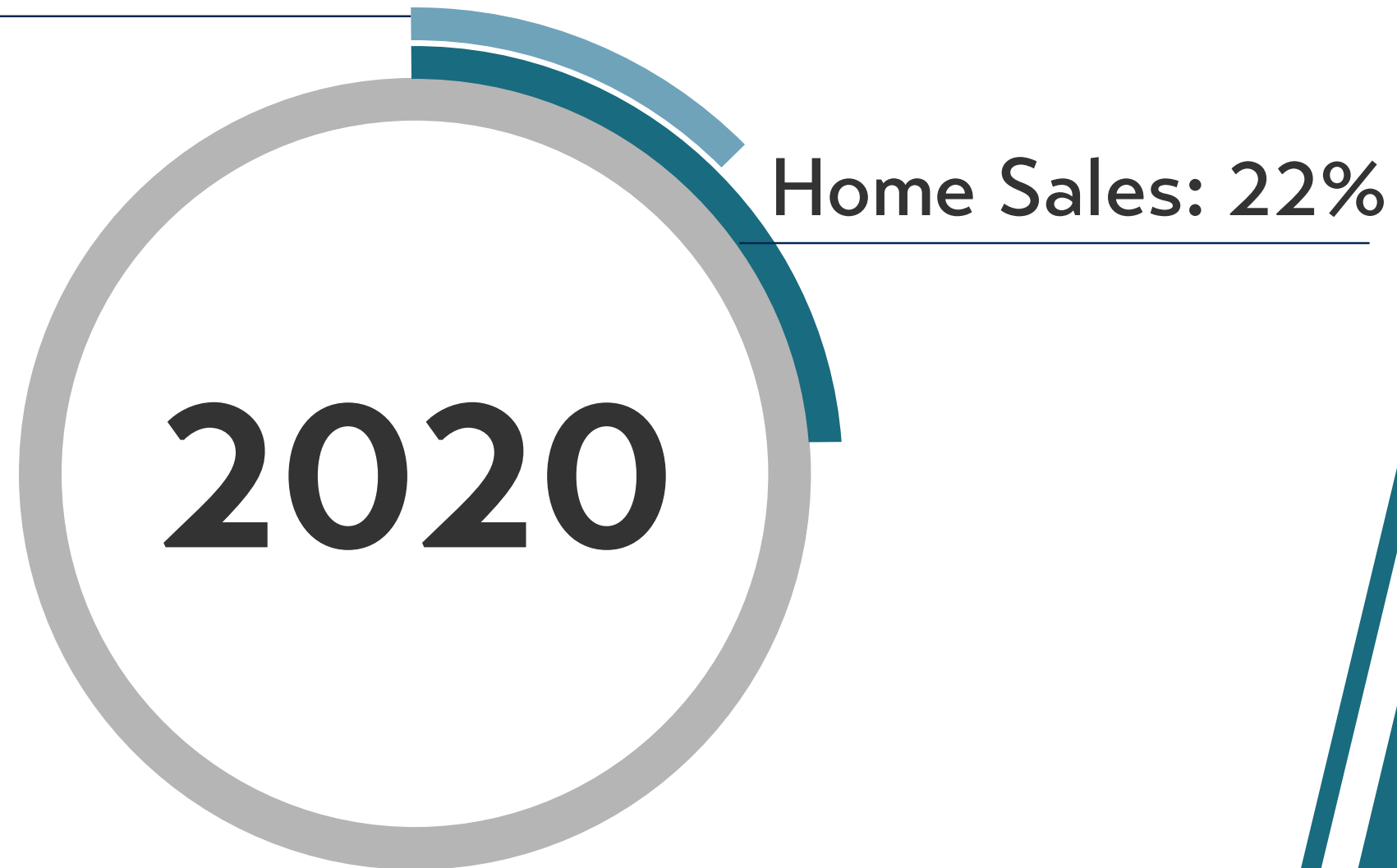




BUSY

The demand for housing rarely slows down, particularly as real estate agents can assist with purchases, rentals, and more. While the homebuying season has historically heated up each spring, the COVID-19 housing boom has led to record sales all year round.

Median Sales: 13%



In late 2020, home sales were a significant **22%** **stronger** year-over-year, and **median sales prices rose nearly 13%** in the same time frame. Those are the highest numbers recorded since 2006. With such intense and persistent demand today, agents can find engaging full- or part-time work across the country.

FLEXIBLE

Once you have your real estate license, you unlock a multitude of career paths. **The real estate industry offers many unique niches, including:**



First-time
homebuyers



Military families



Luxury



For sale by owners
(FSBO)



Out-of-state
homebuyers



Commercial



Vacation homes



Senior clients

Agents can focus on one niche or build their expertise in multiple depending on their individual interests and goals.

What's more, there are **plenty of diverse ways to grow your career** no matter where life takes you.

Planning a big move? Real estate agents are in demand across the nation, and certain states even offer reciprocal licensing to make obtaining a license in your new home state that much easier.

Looking to level up your career?

There are hundreds of **national and local real estate-oriented organizations** dedicated to career growth to join, **industry certifications and designations** to earn, and some states even offer **upgraded licensure**. Regardless of your age, experience, or location, real estate offers a flexible way to advance your professional life.





REWARDING

A home is likely the biggest purchase most clients will ever make and, as homeownership is a tenant of the American Dream, it's often an emotional process. **Many real estate professionals have a passion for helping people.** Finding a new family's forever home or selling a fixer-upper to starry-eyed DIY-ers can offer agents an incredible feeling of fulfillment.



“We make a living
by what we get,
we make a life
by what we give.”

— *Winston Churchill*

SOLD ON A CAREER IN REAL ESTATE?

Whether you're after the flexibility to set your own hours or the opportunity to guide clients to the purchase of a lifetime, a career in real estate can certainly be an asset.

If you're sold, you'll want to ensure you meet your state's specific requirements and purchase approved Pre-Licensing Education. The CE Shop offers the most innovative and convenient way to get your real estate license through our interactive course delivery system, plus free resources to help grow your real estate business.





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