

A REAL ESTATE EBOOK FROM



# TOP 5 REASONS AGENTS QUIT



## AND HOW TO OVERCOME

# INTRODUCTION



The real estate industry can be **lucrative, freeing, and rewarding**. Unfortunately, it can also be **competitive, challenging, and intimidating**. That's why even the most successful agents have likely considered calling it quits at some point in their career.

As a new agent, preparing for these roadblocks is critical. Knowing just what's coming, and how to persevere, can help you **build the real estate career of your dreams**.



# WHY AGENTS QUIT

While agents choose to leave the industry for a variety of reasons, it often comes down to **five key struggles**:

- Unrealistic Expectations
- Trouble With Lead Generation
- Poor Time Management
- Lack of Community
- Self Doubt



# unREALISTIC EXPECTATIONS

While real estate can certainly be a lucrative industry, it is by no means a get-rich-quick process. Many agents enter the industry expecting high-end clientele and massive commissions right out of the gate, which is unlikely.

In the same vein, some agents expect to encounter only easygoing clients, an effortless stream of business, or immediate accomplishments. Unfortunately, like many industries, **the path to success in real estate is rarely so straightforward.** The good news is that new agents can get a realistic picture of the industry with just a bit of forethought.



# HOW TO OVERCOME

To get a feel for the reality of real estate, **reach out to current agents**. This industry is a social one, and many local experts would likely be willing to share a bit about their experience and demystify what you should expect.

**PRO TIP:** Broker Owners, who regularly hire and train new agents, may have some of the most relevant insights for you. In addition to sharing their story, they may be willing to **discuss what the first year looks like** for new recruits so you can put yourself in their shoes and set yourself up for (realistic) success.

“**TOO MANY PEOPLE  
MISS THE SILVER LINING  
BECAUSE THEY’RE  
EXPECTING GOLD.**  
**ARTHUR YORINKS**  
AUTHOR”

## EXPLORE THE RESOURCES BELOW TO MAKE SETTING REALISTIC EXPECTATIONS A BREEZE:

- Get a better feel for the networking process with our '[Networking in Real Estate](#)' podcast
- Simplify connecting with '[The 8-Minute Real Estate Agent's Guide to Networking](#)'
- Chart realistic growth in the industry with '[A Real Estate Business Plan and You](#)'



# TROUBLE WITH LEAD GENERATION

Of course, to succeed as a real estate agent, you'll need a steady stream of business. Unfortunately, **lead generation can be one of the most difficult aspects of the job.** Many agents quickly tire of cold calling and, without a marketing background, social media, technology, and flyers can feel overwhelming. Isn't it great, then, that there are other strategies that you can employ to find new business with less stress?

# 2.



# HOW TO OVERCOME

There are countless ways to **generate leads**, including investing in software, nurturing referral business, joining a brokerage, or partnering with local organizations. Some agents have even found success going door-to-door in their neighborhood. The long and the short of it is to get creative, **find the method that works best for you**, and keep the faith. After all, there will always be another homebuyer searching for an agent like you.



## MAKE YOUR LEAD GENERATION SEAMLESS WITH THE FOLLOWING RESOURCES:

Learn the ins and outs of attracting new business with '[How to Get New Clients](#)'

Demystify the process of converting leads to clients with '[The Conversion Formula](#)'

Find options to grow your business with '[7 Simple Ways to Generate More Leads](#)'

## POOR TIME MANAGEMENT

# 3.

**Freedom** is one of the biggest pros and cons of a career in real estate. On one hand, you can be your own boss, set your own hours, and succeed on your own time. On the other hand, you might find yourself procrastinating, putting off work, or struggling to efficiently meet deadlines. This experience may be especially jarring to those **transitioning from a strict and structured office environment**. So, how can you get into the swing of things and maximize your output?





# HOW TO OVERCOME

Luckily, time management is a relatively **common struggle**, and there are plenty of tools to set new agents up for success. Goal setting, time blocking, delegating, scheduling breaks, and even meditation can all help keep you on track. There are also hundreds of planners, apps, and books you can look to for additional options and advice.

“THE BAD NEWS IS TIME FLIES. THE GOOD NEWS IS YOU’RE THE PILOT.”

**MICHAEL ALTSHULER**  
SALES EXPERT AND CAREER COACH

## WE’VE ALSO COMPILED A LIST OF RESOURCES TO BUILD YOUR BUSINESS ON TIME:

- Structure your workday around ‘[A Day in the Life of a Successful Real Estate Agent](#)’
- Optimize your plans with ‘[How to Schedule Your Day as a Real Estate Agent](#)’
- Get an inside look at a successful real estate agent’s typical day through [our podcast with Jim Remley](#)



## Lack of COMMUNITY

Real estate often requires a lot of independent work, and some agents forget to pursue **outside interaction**. The fact is, working for yourself and building your own business can get lonely. Some new agents begin to feel like no one is in their corner.

4.

# HOW TO OVERCOME

To curb the loneliness, some agents choose to join a real estate team, find a mentor, or put extra emphasis on their networking efforts. Others opt for an online community, like The CE Shop's [Pre-Licensing Student Forum](#) or other [Facebook groups](#), to connect with likeminded agents, ask questions, and build relationships. Whatever your preference, remember that it takes a village, and **you don't have to go it alone.**



## WE'VE ALSO COMPILED A LIST OF RESOURCES YOU CAN UTILIZE TO FIND HELP, DIRECTION, AND CONNECTION:

- Weigh the pros and cons of joining a brokerage with '[The Comprehensive Guide to Joining a Real Estate Team](#)'
- Connect with someone who can champion your success with '[Finding the Right Mentor](#)'
- Learn about real estate associations and how they can play a big role in your professional development through [our podcast with Otto Catrina](#).



# SELF DOUBT

One of the biggest hurdles that many new agents face is **self doubt**. Fear of failure can be present in any job but, in an industry like real estate where success hinges largely on **independent performance**, it can become debilitating. Rejection is also often part of the job, which takes an additional emotional toll. Luckily, there are tried and true methods to overcome temporary dips in self esteem.

5.



# HOW TO OVERCOME

To work through feelings of self doubt, remember to **care for yourself**. Prioritize **keeping your brain sharp** by getting plenty of sleep, exercising regularly, and eating well. Practice self compassion, avoid comparing yourself to others, and celebrate the wins, no matter how small. Self doubt is inevitable for many, but it doesn't have to derail your real estate career.

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DOUBT KILLS MORE  
DREAMS THAN  
FAILURE EVER WILL.

**SUZY KASSEM**

WRITER, POET, AND PHILOSOPHER

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## BUILD YOUR CONFIDENCE WITH THE FOLLOWING RESOURCES:

Learn the ins and outs of being your own boss with '[Running Your Business](#)'

Grow your confidence and learn to create your own luck through [our podcast with Bill Kurzeja](#)

Achieve your personal and professional aspirations with '[6 Steps to Help You Achieve Your Goals](#)'

Develop healthy habits and learn to make yourself essential through [our podcast with Joe Sinnona](#)

# DON'T QUIT YOUR DAYDREAM

Real estate, while a rewarding business, requires a mixture of hard work, determination, and confidence to succeed. New and veteran agents alike struggle to find new clients, manage their time, and, sometimes, have faith in themselves. While these struggles are all valid, they don't have to put an end to your stint as an agent. With a little introspection and a lot of perseverance, the **career of your dreams** is still within reach - and we'll be here to support you every step of the way!





## 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, Post-Licensing, 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.