
How to Get to Know Your **COMMUNITY** as a Real Estate Agent



Introduction

When it comes to the real estate industry, relationships are everything. You may have a solid mentor, a few colleagues, and perhaps a graphic designer on your team, but have you made a point to get to know your local community? Strong, authentic, and meaningful community engagement practices differentiate a good agent from a great one, and can help **take your business to the next level**.





Why Is Knowing Your Community Important?

Community engagement can build lasting relationships, promote creative problem-solving, and increase your neighborhood's livability overall. When community members, including real estate professionals like yourself, seek to understand their neighborhoods more deeply, **everyone benefits.**

The Benefits of Community Engagement Include:

MORE LEADS

As you get out and about in the community, you're sure to come across at least a few buyers and sellers.

UNIQUE VALUE PROPOSITION

Real estate professionals with local contacts, connections, and relationships will stand out from the crowd.

POTENTIAL REPEAT BUSINESS

When you develop and nurture relationships within the community, clients are more likely to provide repeat business and referrals.

So, how exactly can you become a fixture in your community?





PRO TIP

Developing a relationship with a local Mortgage Loan Officer (MLO) can also give your business an edge. Since the mortgage and real estate industries are so closely intertwined, a genuine relationship with an MLO can lead to a cycle of referrals: you can refer clients to them, and they can refer clients to you!

Patronize Local Businesses

As a local entrepreneur yourself, consider starting with small businesses. Make a point to develop a relationship with the barista at your local coffee shop, a particularly talented contractor, and perhaps even the nearby florist. You'll gain new insight into the neighborhood, and you never know who might come to one of these contacts looking to buy or sell a home. Keep in mind, though, that relationships should be authentic and reciprocal. **Refrain from simply dropping off business cards or hanging flyers.**

“Walking into a small business is like that warm feeling you get in a small country town where everyone smiles and says hello.”

— CHUCK TODD, *JOURNALIST*

Volunteer

To invest in your community, consider volunteering in your free time. You'll have the chance to **support local organizations, make a difference, and give back**. While you can make business connections at volunteer opportunities or market your good deeds, try not to make these rationales your goal. Instead, focus on finding a cause that you are truly passionate about and commit to working for the community. Prioritize authentic relationships first to allow business opportunities to arise organically.



PRO TIP

*Not sure where to begin?
[VolunteerMatch](#) can help!*



Join a Board or Committee

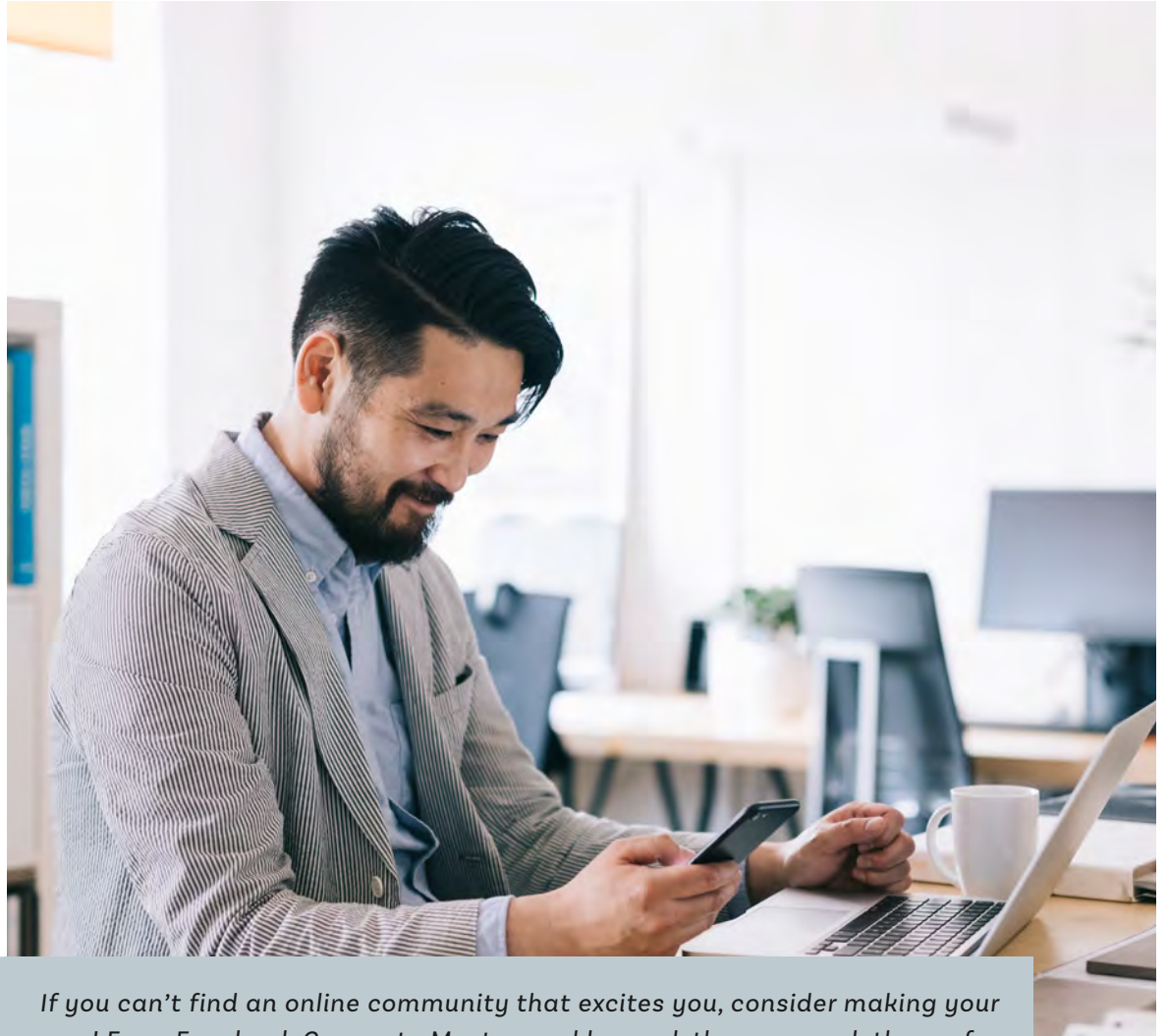
If you're particularly interested in leadership roles or spurring change on a larger scale, consider joining a local board or committee that speaks to you. Your role doesn't need to be particularly large or time-intensive, but **getting involved in one way or another benefits everyone**. Whether you choose to run for the school board or sign up for the neighborhood watch, these organizations offer even more opportunities to make lasting connections.

**“Alone, we can do so little;
together, we can do so much.”**

— HELEN KELLER, *AUTHOR*

Join Online Communities

In the 21st century, you can also take your community engagement efforts online. Consider joining local Facebook groups, neighborhood apps, and other community-building sites to get your name out there, make connections, and contribute. Just remember that **your online presence should always be respectful and professional**, whether on-duty or off.



PRO TIP

If you can't find an online community that excites you, consider making your own! From Facebook Groups to Meetup and beyond, there are a plethora of options to help you get people together, both online and in the real world.



Community is Everything

Even the best real estate agents would be lost without a strong, supportive community. No matter your local market, **there are endless opportunities for authentic, meaningful community engagement.** Not only will you feel a serious sense of fulfillment, but your neighborhood (and your business!) will benefit as well.



About Us

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