



HOW TO BE A REAL ESTATE.



PROFESSIONAL

A REAL ESTATE EBOOK FROM



The CE Shop
INNOVATING CAREER EDUCATION

WHAT DOES IT MEAN TO BE PROFESSIONAL?

Being professional in any career is important for your personal and professional development, but within the world of real estate, being professional will determine your ultimate success. Real estate is inherently social and the majority of your career is spent interacting with clients and networking with other professionals in your industry. Your appearance, communication skills, and organization can be strong advantages for you.

You know what they say about first impressions:

“First Impressions Are **Lasting Impressions.**”

WHAT CAN YOU IMPROVE TO BE MORE PROFESSIONAL?



Let's break down the areas that can help you be more professional. Know some of your strengths as well as weaknesses to assess where you should take more time to improve. Being aware of your strengths and weaknesses as an agent is important for self development.

APPEARANCE

The age-old saying goes something like this:

"Dress how you want to be addressed" or "Dress for the job you want, not the job you have." Dressing appropriately* for your job as a real estate agent not only shows respect to your client, but also shows you respect yourself and your profession.

The various hats you wear during your day-to-day can come with different attire depending on what you plan to accomplish that day.



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Dressing for the Part - The Agent's Outfit

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YOUR CLOTHING SHOULD REFLECT YOUR LOCATION



Where you work can influence your attire, depending on the market you work in. For example, if you live in a **LARGER CITY** with higher visibility, you'll likely have to dress in formal business attire on a daily basis.



If you're a real estate professional in a **SMALLER MARKET** or a vacation destination, more casual attire is appropriate. Being aware of the clientele in your market is important to know how to be dressed appropriately.

COMMUNICATION



Communication is a valuable skill every real estate agent should work hard to excel at. Executing effective communication* means you can deliver a message or information to others in a clear and concise way. During the buying and selling process, there can be confusion if there is a lack of effective communication. This can result in not only wasted time, but also a lack of confidence in your ability to perform your job.



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COMMUNICATION IS A TWO-WAY STREET

A key part of any effective communication is listening. Listening carefully and genuinely being interested in the questions you are asking or being asked is a great way to impress your buyer or seller. This shows them you're invested in this process together and will take the time to help them be in the best position possible.





ORGANIZATION

A great way to be efficient in your profession is to stay organized. By staying organized you not only save time, but you also create a great impression with clients. After all, you are helping them make a big decision in their life, and you need to be on top of your game.

The first step in getting organized* is to get rid of all the clutter. This step can help lead you to staying on task while being organized. Simply take your sea of papers and files and put them in files or folders with descriptive titles. When you keep things organized, you won't need to fumble around your office looking for documents in front of your client.



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5 STEPS TO BEING MORE ORGANIZED

1. GET RID OF ALL THE CLUTTER

2. MAKE A HABIT OF DOCUMENTING EVERYTHING

3. MAKE A PAPER COPY AND A DIGITAL COPY

4. USE A GOOD QUALITY CRM*

5. BACK UP EVERYTHING IN THE CLOUD



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STAYING IN TOUCH

Continuing the conversation after you close on a home sale or purchase is just as important as your first impression. Staying in touch with previous clients keeps your name in their head which can lead to future business through word of mouth referrals or even a future home sale or purchase.

Use your newfound organizational skills to keep previous clients organized so you can stay in touch with them and further develop your relationship.* Nurturing these client relationships will not only solidify your professional credibility, but will also be the first step to solidifying future business and referrals.



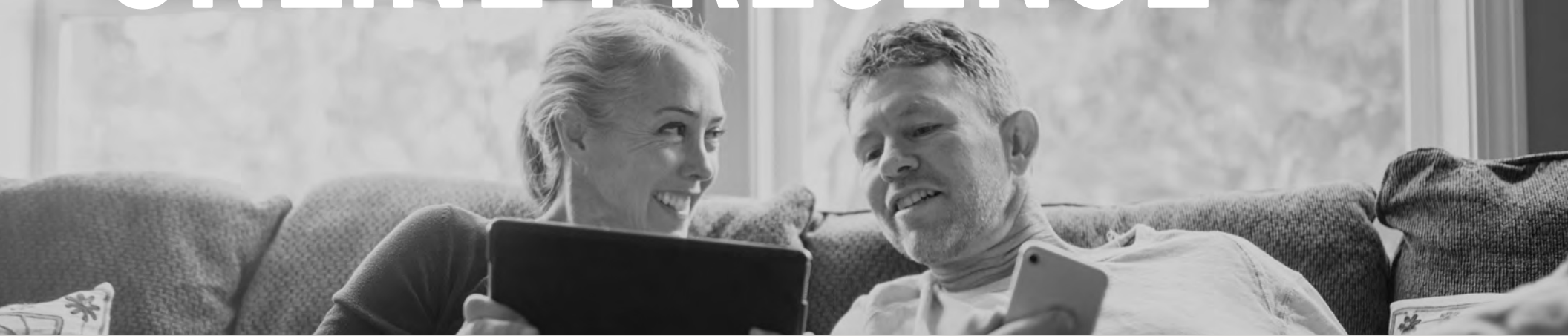
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ONLINE PRESENCE



Real estate has changed quite a bit through the advancement of technology and life on a digital stage. Oftentimes, before you even meet a new client, they've probably tried to look you up online and get to know you. While your first impression in person is extremely important, going the extra mile and creating a solid online presence for you and your business is crucial today.

When you're thinking of where to make your presence known online, think of where your audience will be. Will they search on Google? Do they connect with friends and family on Facebook? Maybe they have a LinkedIn page they use to network.* Look at these channels as opportunities and touch points to connect with your clients.



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DEVELOP YOUR DIGITAL, ONLINE PRESENCE

Today, there are so many resources available to help you develop your presence online. From companies that can create a website* for you, to social media sites* like Facebook, Instagram, and Pinterest, there is no reason you can't give your business an online presence.

The importance of this is to give your current and future clients a channel to connect with you and contact you no matter what. Being available shows your eagerness to help others with their home buying or selling project. This also shows that you use the tools available to you and that you're competent as a real estate agent in your market.



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INDUSTRY LEADERS IN DIGITAL PRESENCE

Take The Bushari Team's Facebook page as an example. Everything you need to know about this agency lives here on their Facebook page, accessible to anyone.



*INDUSTRY EXAMPLE

THE BUSHARI TEAM | FACEBOOK PAGE

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THE BEST THING TO DO NOW IS TO **GET STARTED.**



The road to being professional is one that everyone should strive to be on their whole career. It's a never ending journey of learning and listening to become better not only for your clients, but also for yourself. Set the goal to get better everyday in one of these areas and make a plan to accomplish this.

Taking the initiative to improve yourself will be one you will never regret, allowing you to reflect on your hard work and know you acted with a purpose in mind to be a better real estate agent for your community.

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 student

