

Steps to becoming a successful Real Estate Agent / Realtor.

1. **Get good education** – A polished well studied person is viewed as more reliable than others. An education in Real Estate can give vital details about the subject, confidence, and a methodical style of working.
2. **Have a backup income** – You may go six months or more without receiving your commissions. So make sure that you have either saved enough or a backup income or family support during that period of establishment
3. **Get a mentor** – Either you must choose an agent with good real estate training or find a mentor who would guide you in this field. You are going to need to understand the minute details of deeds, liens, encumbrances, insurances etc and their impact on your deals.
4. **Build your book of business** – Your ‘sphere of influence’ will determine your long term success. You will have to deal with buyers, sellers, investors, appraisers, loan officers, mortgage brokers, bankers etc. Make sure you have a good contact management system that works for you. It may not be state of the art online database but, it must be effective. A simple excel sheet may do the job for you.
5. **Know your market** – A successful agent knows the ‘fair price’ of the property. They normally have in-depth study of the market they are dealing in – the prices of recent sales, the problems and advantages of the area, the future infrastructure plans and government orders for the place, etc. It takes time and effort to know the positives and negatives of the market. You need to put in your best effort to know it well.
6. **Use Technology** – Today technology has improved your reach and knowledge base along with making things easy for you. Use, the internet, social media, and portals available to promote your services. These are cheap but effective methods to attract clients.
7. **Create a Network** – To know and to be known is the most effective tool of promoting yourself. Becoming members of organised and sometimes elite associations can be very useful. Engage in community work to forge new connections.
8. **Work on your personality** – A warm, welcoming and outgoing personality helps people become comfortable with you easily and start relying on you. Listen carefully to your client’s needs and tend to every detail.
9. **Keep in touch with past clients** – This helps you be in their ‘purchase basket’, meaning they will remember you when they need your kind of services. You must keep in mind most of your future business will come through referrals. Word of mouth is the most effective publicity.
10. **Attend Seminars** – Seminars and gatherings are a good place to have a face to voice or email. It also helps you keep track of new strategies, new govt plans, future developments, buyer and investor trends etc. It improves your knowledge