



What it takes to make it as a
REAL ESTATE SALESPERSON



Real Estate sales is an amazing career that can change your life. A lot of people are curious about what it takes to be a Real Estate Salesperson.

There are a lot of preconceptions about what it takes to be a success in Real Estate. And in our experience, most of them are wrong!

A lot of people have friends or family say something like, “you are a great talker, you should get into Real Estate”.

This guide will help you work out if you are the type of person that could be a success, based on our years of training salespeople.



Here are our

12 TOP TIPS AND OBSERVATIONS

1. You aren't getting to where you want to be in your life and you are frustrated

People who are successful in the industry are driven to make their lives better and are looking for a vehicle to do that. They possess an inner drive to achieve more. The industry is perfect for that, as your income and success are in your hands. The more you put in, the more you get out.

2. You have goals

Most people have goals, very few have them written down and a plan to achieve them. For most people they are vague and take the form of "one day I would like to own my own home" as an example. That's a starting point. Due to the unlimited earning potential in Real Estate, given the right training and guidance you can develop a plan to start achieving your biggest goals and wildest dreams sooner than you think.

3. You like people

A career in Real Estate is not about Real Estate as such. It's about delivering a service to the people that own Real Estate. It's a people business. If you find it difficult to talk to people then you will find Real Estate challenging, but if you are a good communicator then you are halfway there! You don't only have to be a good communicator; you also have to be a good listener who is genuinely interested in helping people.

4. You don't have to be extrovert!

A big misconception is that all successful Salespeople have a big personality. Nothing could be further from the truth. Successful salespeople have all sorts of personality types, but all of them understand all the points discussed here.

5. It's not a 9 to 5 job

We can't tell you that it's a "normal" job. The more effort you put in during your first year, the faster you will be a success. You will have the freedom of not being chained to a desk, but you will be putting in the hours. How many is up to you and your goals. That's the beauty of it. Your effort is directly rewarded.

6. There will be rejection!

The first part of any career is the hardest and Real Estate is no exception. You will be looking for people who are going to sell, and a lot of them will say no. And that's ok, you will be one step closer to someone saying yes. Successful agents don't take a "no" personally. They move on to the next task and get it done immediately.

7. What is the best background/experience to be a Salesperson?

The simple answer is that there isn't a perfect background. We have found that successful agents come from professions, trades, hospitality and can even be trainees straight from school. It's the person, not their history that dictates success.

8. Does the state of the Real Estate market make a difference?

In short, NO! With the right training you will succeed if the market is in a normal phase, rising or falling. There is an obsession in the press about reporting prices rising, prices falling, boom or downturn but the truth is, this doesn't matter. People still buy and sell Real Estate in every market and Salespeople make the sales. If you want to get into the industry the best time is now!

9. How much will you earn?

The beauty of Real Estate Sales is that this is up to you. The first 2 years will be the hardest, but with the right training and environment earning over \$100,000 in your first year is quite achievable. Not everybody does this, but a lot of people do. You are responsible for your income.

10. What is the best age to enter the Industry?

There is no perfect age. You can get into sales straight from school in a cadet or associate position to an established agent while you build your Real Estate and life experience. We have seen successful people achieving great things before their 21st birthday and people change their lives after starting in their 60s!

11. Are there jobs available in the industry?

Yes, there are jobs available in the real estate industry with opportunities including jobs for sales agents just starting out. The industry continues to grow, driven by factors such as population growth and ongoing property development.

12. What is the Career path?

Once you have established yourself as a Salesperson there are many options available to you. Here are a few

- You can establish your own team within the business that employs you.
- You can start your own business with a shopfront.
- You can start your own business online.

So there you have it. Our guide to the reality of a Real Estate Sales career and what we have seen that makes a successful Salesperson, and answers to some FAQs as well.

WHAT SHOULD YOU DO NEXT?

Visit nrel.com.au, choose your state and choose the relevant course you need and get started on your path to success.

If you have any questions about course selection or anything else we are contactable in the following ways

- **Live Chat:** nrel.edu.au
- **Email:** info@nrel.com.au
- **Phone:** (07)3053 4011

