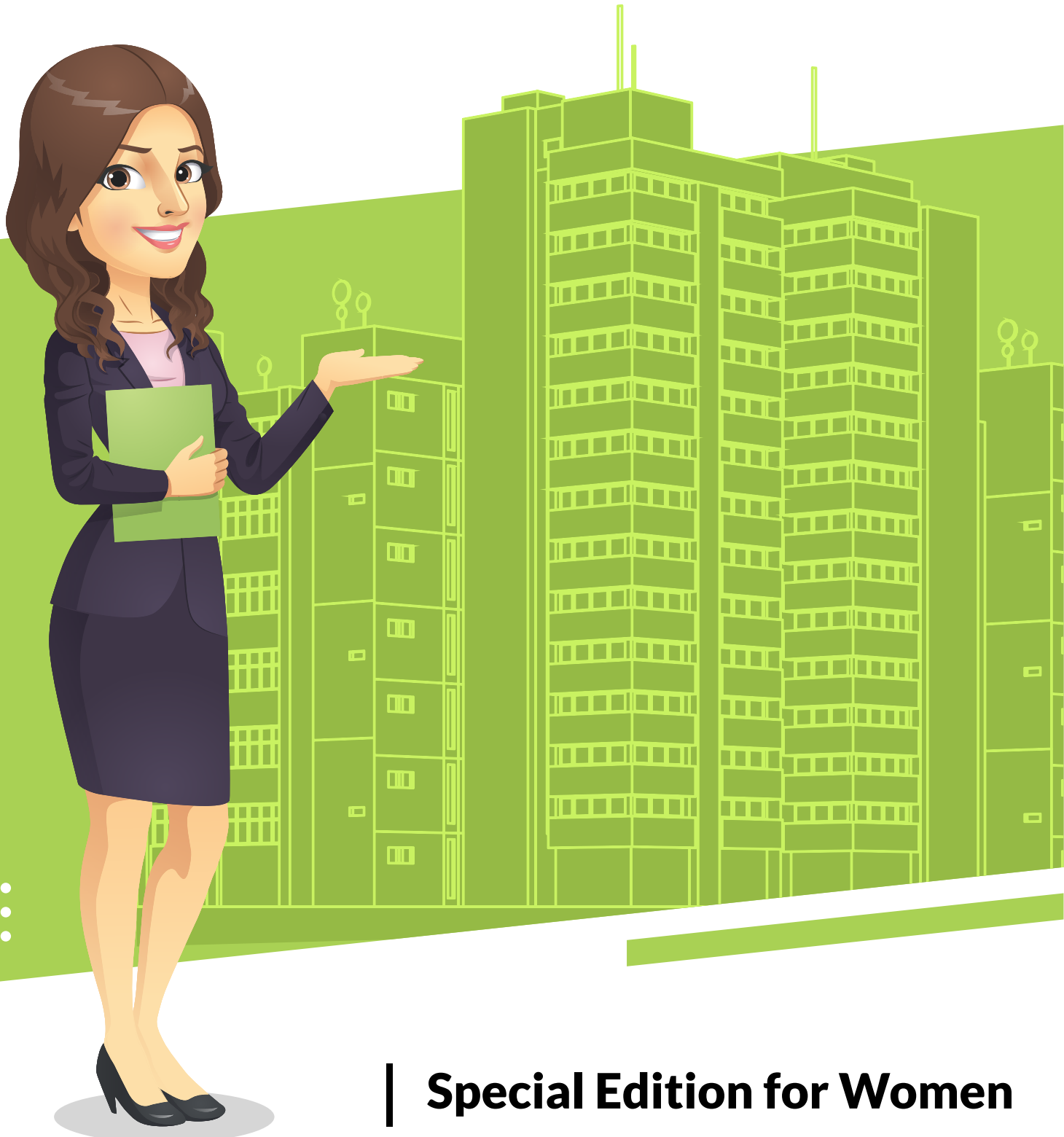




**Styldod**



# **Your Complete Guide to Becoming a Real Estate Agent**



**| Special Edition for Women**



Real estate is an industry that boasts of tremendous contributions from women. It's one of the industries that has truly accepted women with wide open arms and boasts of many women icons. The first woman to join as a real estate agent since the establishment of NAR back in 1910 was Corrine Simpson and women have come a long way since then.

Real estate offers personal and professional growth with the flexibility of choosing working hours along with the opportunity to be one's own boss. It's a field that has consistently generated equal employment opportunities, creating a challenging yet rewarding experience for women. Therefore, it's not very surprising that women find high job satisfaction in real estate, especially after transitioning from other careers or coming back to work after a career break.

Low startup costs, lower risks, and a well laid out path to become a licensed professional are some of the attractions for women choosing real estate. It also helps that there are tax benefits in running a small business and the advantage of a welcoming peer group.

# Why Women make a Great Fit for Real Estate

Women are conquering every field today, but why is this guide asking women to pick up real estate? Here's why:



## Women possess phenomenal negotiating skills:

Women know how to bag the best deal possible, be it shopping or a property sale.

## Women are Great Listeners:

They consider themselves invested in their clients' well-being. Softer skills are crucial to forming social relationships with clients.



## Grants:

There are several grants available to women to sponsor their journey in real estate and help open new gateways to independence.



## Women have a higher emotional quotient than men:

Real estate agents help people make big life decisions. They are in the business of fulfilling dreams and there is always an emotional side to the process. Women understand the importance of these decisions and their EQ helps them personally guide their clients every step of the way.

## They have much to prove:

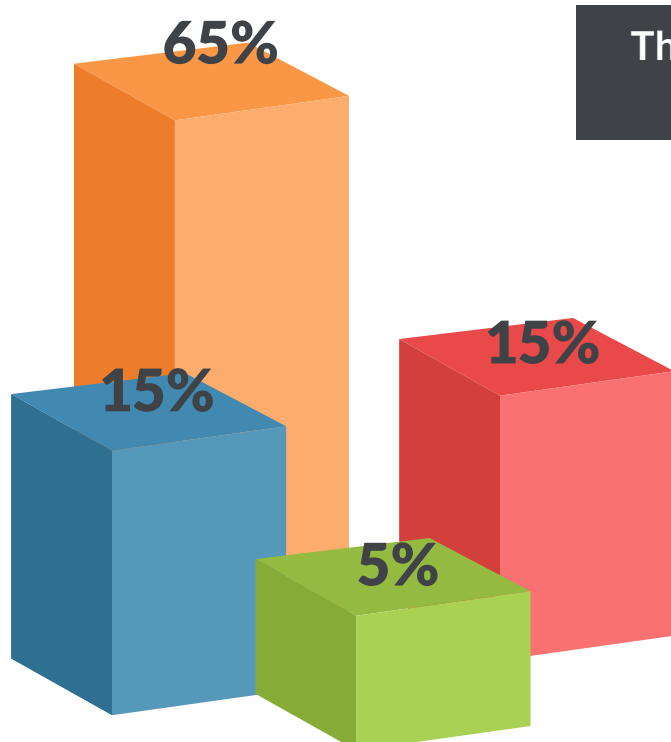
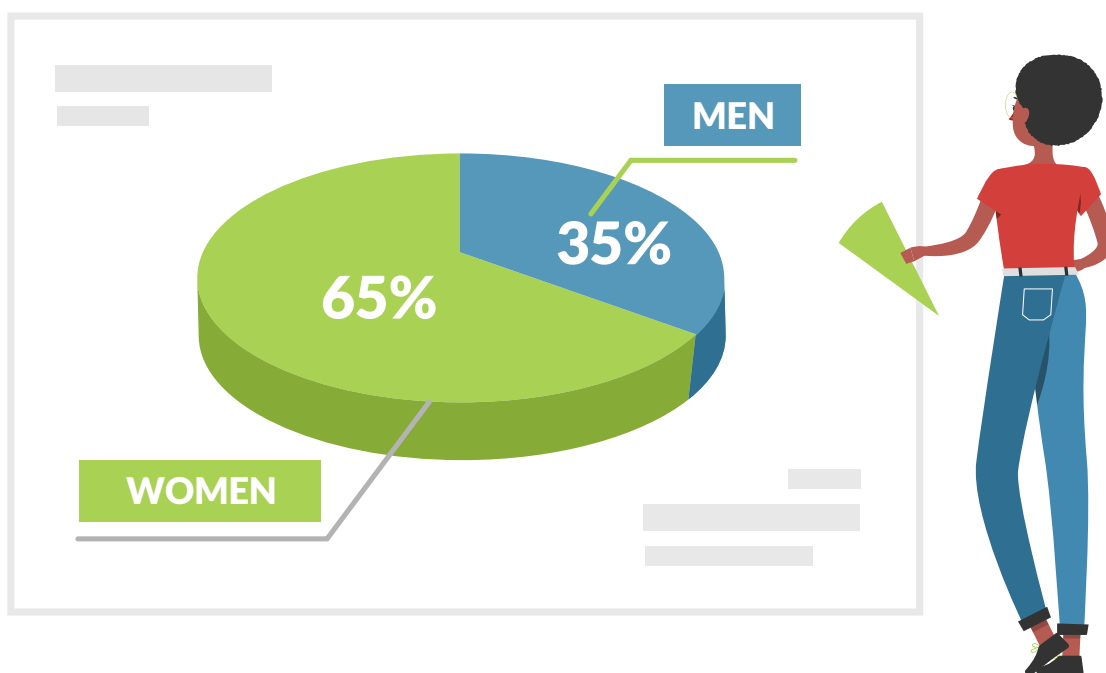
Even if women are given equal opportunities, they fight so many challenges. Wearing hats of different roles, their path is much tougher. This gives women more zeal to become independent and take ownership of their choices, which is one of the reasons why women join and succeed in real estate.



Homeownership is a dream for most families. It's a phenomenal achievement that provides financial security and stability. To be able to help people fulfill "The American dream" is a chance of a lifetime indeed. You could choose to become a residential or a commercial real estate agent, but the first question to ask is if this career is the right choice for you? In this ebook, we will help you find the answer to this all-important question.

# The Typical Profile of a Real Estate Agent

According to NARS 2021 member profile, here is the demographic of agents who have made the switch to real estate.



The profession of agents before switching to Real estate

- Sales/ Marketing
- Real Estate as their First Career
- Business/ Finance .
- Others

# A Day in the Life of a Real Estate Agent



Agents juggle multiple roles and every day brings in new challenges.

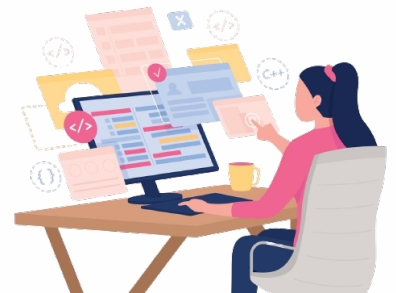
Being an agent means you run your own small business, end-to-end. Organizing, filing documents, and other administrative tasks would take a major share of your time in addition to prospecting and staying in touch with the community to become a realtor of choice. You're the sole proprietor, marketer, and your own brand which comes with its fair share of ownership - you and only you are responsible for your success. You always need to be updated on the latest market trends, prices, properties sold, and generate leads for your next big sale. Yes, this is a perpetual cycle. But if you're passionate about it, it's an exciting game.

# Choosing your workplace



## 1. Commission and Fee Structure:

When it comes to commission splits and fee structures, real estate offices differ greatly. Some cover more expenditures upfront in exchange for a higher part of your commissions, while others allow you to keep more of your earnings in exchange for a monthly, transaction-by-transaction, or other cadence-based flat "desk charge." Some brokers give software licenses and computers, while others may charge you for printing and office supplies. It's critical to consider all of these charges before committing to a broker. You should also assess whether the cost structure of a broker corresponds to your working habits.



## 2. Location:

The internet allows real estate agents to work remotely. However, it is suggested to choose a company near your home. Not only does it offer rich exposure to the area, but also saves on transportation resources.

## 3. Inventory:

A broker with a large number of diverse property listings always helps you with the marketing support required for that particular type of property. A good understanding of what the broker specializes in helps you gain direction and make decisions.

## 4. Technology:

Apart from working on a computer and using the internet, there is other software which you should know. Excel is a great skill to acquire helping you take care of data and calculations. Marketing and advertising tools also come under this domain. There are several online tools with new ones popping up every day.





# Skills needed to become a Real Estate Agent

Every real estate agent is different, but there are certain traits that an agent absolutely needs to inculcate to succeed in this business. Here are the seven most sought-after traits in a real estate agent.



## 1. Develop the ability to sell yourself and the listing

Show people why they should choose you over anyone else. The market belongs to those who market.

**Anita Beaman**, an engineer-turned realtor from Michigan is a people person. She likes looking at homes and new designs.

I'm the one that will go to people's houses and help them with things. They always laugh. But it's my thing. I like the flexibility of real estate. (As an afterthought) It's kind of flexible. Sometimes it's crazy (laughs). But I feel like I have a life; I'm not getting up in the morning and just going to work and coming home.



## 2. Communicate like a pro

Be savvy on every platform, call, text, and email. The client's comfort is paramount. An agent should always make sure their needs are met and supported throughout the journey. Making this sale smooth is your responsibility.

**Bryan Casella**, a star real estate agent hailing from Southern California emphasizes the importance of just being able to talk to people.

If you want to be a successful real estate agent, you have to become a fantastic communicator. A lot of people have forgotten how to speak to another human being. You don't have to be a great speaker, just be good



## 3. Find your entrepreneurial spirit

Whether you're working alone or at a firm, real estate is like running your small business. An entrepreneur has to wear many hats and so does a real estate agent.

**Deirdre Dunne**, a licensed real estate broker at Davenport Realty talks about this crucial skill, which can make or break a successful real estate career.

Entrepreneurial spirit is a must for being a real estate agent, because you work for yourself right? I only get paid when I sell a house. So it's very much an entrepreneurial spirit. And you know, there's no one there saying, jeez you have to make those calls today or have to go and do those pop by's. You have to be self-motivated. And that's part of the entrepreneurial spirit.





#### 4. Welcome new technology to help you

We know about the age-old debate on technology being a boon or bane. But for real estate agents, it's a miracle. AI, 3D visualization, virtual staging, CRM, social media marketing have replaced redundant inefficient methods of documenting and marketing listings.

**Malcolm Louis Adams**, a licensed broker at Compass emphasizes the importance of technology in marketing.

**Marketing is the whole game in real estate. Once you have the listing, one needs to put them in the market, and get the targeted audiences for that, and thus the effective marketing tool is the targeting of the buyers, according to their requirements. The only thing that separates you from the crowd is your ability to earn the potential client's attention. Afterward, it's your skill, intelligence, and customer service that keeps them.**



#### 5. Your patience is your power

Your clients may have a difficult time understanding the nuances of the business, especially if they are doing it for the first time in their lives. New terminologies, documentation, relocating; they can get overwhelmed. This is your time to show that you care not just before but after the deal and educate them right to forge strong professional relationships and get positive feedback.

**Drew Thompson**, a licensed real estate agent at Coldwell Banker Realty shares this piece of advice, that he wishes he knew when he started out.

**The stuff you do right now, ninety days from now, it pays off. So you have to keep pushing the train. You have to be focused on your activity and not the outcome. It takes time. It takes time to build this business. You have to run this like a business.**



#### 6. Be punctual but flexible :

Real estate agents are mediators between buyers and sellers. An unsaid rule in the business is that you need to show up on time to get the job done.

Agents should be able to manage and respect time, of their own and their clients. Their schedule is developed based on the client's, therefore agents must always try to accommodate the client's requirements while maintaining boundaries.

#### 7. Be optimistic and passionate about the business :

Brooklyn-based broker Malcolm Louis Adams says that being passionate makes all the difference in your real estate career. He says, "You have to be passionate about this business. You have to really, really want it, because there's so much work just to convert one deal. Every deal it's like giving birth, every deal. It's so much work and so many moving parts that if you don't really love the business, this won't last, because it really takes is really hard to do if you don't really really love it." So, there you go; optimism and passion for real estate are the secrets to success in this business no one told you about.



- **Develop the Ability to Sell Yourself and the Listing**
- **Become a fantastic communicator virtual or in-person**
- **Be open to New Technologies**
- **Be patient, punctual and flexible**
- **Be optimistic and passionate about the business**
- **Find your entrepreneurial spirit**



The realm of real estate is forever evolving, with an increasing demand for careers associated with it. Real estate can be a fulfilling career option. There are lucrative perks associated with the profession, from being your boss, limitless earning potential, and being able to use one's network to become an entrepreneur. Here's what producer and one of Tampa Bay's most successful realtors **Kimberly Bowden** has to say about choosing to make a career in real estate.

I guess you could say I took a massive leap of faith, leaving my secure job to make a move into real estate in such a transitional period. But it paid off as now I enjoy life on the water in beautiful Florida sunshine ( I am previously from Pennsylvania), enjoying jet skiing, kayaking, boating, and working on my pilot license for a helicopter.

Now that you know the perks associated with the profession and what it takes to become a real estate agent, here's the roadmap to becoming one.

# Education and Licenses



1. **Each state has its own requirement** For standard real estate licensing. Check it out [here](#).
2. **Each state has its own requirement** For standard real estate licensing. Check it out [here](#). There are several processes like **background checks**, completion of training programs, and showing some proof of employment or sponsorship from a brokerage.
3. After **Completing the coursework**, one has to **pass the licensing exam** (state-administered) to continue with **internships** and on-job training to back that. There are several test prep courses available online and offline with varying duration of the study.

There are several real estate scholarships available for women interested in the field aimed at breaking away systematic barriers to higher education such as accessibility, increased familial responsibilities, and poverty. Here's a list of programs and scholarships for women to help you get started with a real estate career.



### **WX Scholars Program**

Offered by New York Women Executives in Real Estate, this scholarship opens up opportunities to pursue a real estate career in New York. Based on financial need and merit, a scholarship amount up to \$10,000 could be awarded along with several mentorship opportunities, and access to exclusive events.

### **Marki Lemons Ryhal Education Advancement Scholarship**

This scholarship is for Black women attending an HBCU (Historically Black College or University) who need funding. Applicants should be studying real estate or other related subjects to avail of the scholarship. The amount sponsored is \$500 and \$700 to fund licensing.

### **AIERF Minorities and Women Education Scholarship**

This program emphasizes its non-discrimination policy and stands for increased opportunities for minority and underrepresented groups.

### **PGIM Real Estate Scholarship and Internship**

Yet another scholarship to alleviate the underrepresented, this scholarship is for US citizens in their sophomore year in college maintaining a GPA of 3.2. The funding is \$5000, a trip to ICSC ReCon, and a paid summer internship.

### **Mildred C. Hanson SIOR Memorial Scholarship**

Offered by the SIOR Foundation, this scholarship is for American and Canadian women pursuing an undergraduate degree in real estate, business, or finance. Funding of \$4000 is provided to the recipient after considering their academic merit and financial needs.

Real estate is a career built on the ability to network and build relationships. Each agent has a unique journey, and the experiences they encounter will be different. To help you along this path, we at Styldod have put together this guide as a part of the International Women's Day campaign 2022. We have used our knowledge base, secondary research, and interviewed experienced professionals in the industry on their top advice and insightful anecdotes to make your journey into real estate easier. Early birds pick the worms, so giddy up and get the real estate ball rolling!



## Explore Styldod's Services in Real Estate & Branding



Virtual Staging



Image Enhancement



Matterport Virtual Staging



Virtual Renovation



Property Website



Real Estate Video Editing

## About us

Styldod is a design-tech company that aims to simplify real estate marketing and help agents present homes in their most favorable light online by reimagining and automating the listing photography process. Having begun as a virtual staging company, today, Styldod has affordable and best-in-class products and services for every facet of real estate marketing and photography. Styldod's suite of services includes virtual staging, image enhancements, floor plans, virtual renovation, 3D renders, 360-degree virtual tours, and Matterport virtual staging, to name a few. We're trusted by over 10,000 realtors from all over the US and from agencies like ReMax, Coldwell Banker, Keller Williams.

Learn more about us on our



**Styldod**



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