

## WHAT IS THE JOB OF A REAL ESTATE AGENT?

Very simply, the *Job* of a real estate salesperson is: **To List and Sell Real Estate.** The Listing and Selling of real estate is the primary and ultimate objective of all the other activities in which we engage. When we list a marketable property, we have something to sell. When we sell a listed property, we get paid for our work. Obviously, there are many varied activities in which we engage ourselves that lead to the ultimate accomplishment of our job. Many of these activities include, but are not limited to, the following:

**1) Prospecting Efforts** - Prospecting in real estate can be defined as *consistent and coordinated contacts with people in order to obtain an inventory of saleable listings, as well as finding customers who are willing and able to buy those listings.* This may be accomplished by contacting "For Sale By Owners", contacting the owners of Expired listings, canvassing specific neighborhoods, telephone prospecting, calling on friends, relatives and people in your sphere of influence.

**2) Constant Familiarization with the Real Estate Market** - This will include the inventory of homes available, housing trends, availability of financing, real estate laws, as well as community information.

**3) Counseling With and Servicing Your Sellers and Buyers** - You will stay in constant communication with the owners of your listed properties throughout the listing period to apprise them of showings, comments, marketing efforts, changes in the market, etc. You will also stay in contact with buying prospects until they buy, and remain in contact with them until their transaction has successfully closed, and even beyond the closing. (This is a *relationship-building* business, and a satisfied customer who is serviced long after the sale will remain a customer *forever*, and can be a valuable source of referral business)

**4) Marketing Activities** - These are the actual steps taken and efforts made to market Sellers' properties and can include *pricing analysis, establishing marketing plans, processing the listing information, securing mortgage and tax information, writing advertising, contacting other agents, holding open houses, etc.*

**5) Qualifying Your Buying Prospects** - This is the ability to ask questions to determine the motivations, abilities and needs of your prospective purchasers.

**6) Selecting and Showing Properties to Prospective Purchasers**

**7) Writing Offers to Purchase (or Contracts)**

**8) Assisting Purchasers in Finding Suitable Financing**

**9) Negotiating the Sale**

**10) Preparing Estimates of Net Proceeds for Sellers and Closing Costs for Buyers**

**11) Seeing the Transaction Through to a Successful Closing** - This may include *assisting the lender during the loan process, arranging for property inspections, setting up closings at Title Companies, etc.*

**Note:** Real estate has become a very complex business over the years and the amount of skill and knowledge required to be successful has increased greatly. Be sure that whatever company you choose to affiliate with will provide the necessary training, supervision and support to not only help you in getting started, but will help you maintain your knowledge and skills throughout your career.