



Find Your Niche

You can't be all things to all people. After a year of working in real estate sales, you might find that you really like engaging with a particular segment of your market or that the bulk of your referrals are coming from a particular niche. You may realize that in order to expand your client base and grow your sales, you need to focus on the small, well-defined segment that's responsible for most of your sales.

If you're serious about pursuing a particular niche, there might be opportunities to obtain additional training and become designated or certified in that niche.

For more on certifications, check out [Determining Whether You Need Additional Training and Professional Certifications](#), later in this tool kit.

If you don't already know what that niche should be, then consider the following niche markets:

- **Seniors.** People over age 50 represent about a third of the U.S. population, but control about three-quarters of the country's wealth.
- **First-Time Homebuyers.** New buyers represent 37 percent of all home sales, according to The 2011 NATIONAL ASSOCIATION OF REALTORS® Profile of Home Buyers and Sellers.
- **Multicultural Buyers.** The U.S. Census Bureau projects that minorities will comprise nearly half of the U.S. population by 2050.
- **Luxury-Home Buyers.** In the third quarter of 2012, 8.4 percent of new homes sold for more than \$500,000, [according to the U.S. Census Bureau](#).
- **Baby Boomers.** This is the largest generation in the country's history. Born between 1946 and 1964, it numbers roughly 81 million people, including some 40 million household heads.
- **Generation X.** The country's 44 million Gen-Xers, now in their mid-20s to early 30s, are emerging as the next major homebuying group. They're affluent and educated, and they buy homes at an earlier age than the boomers did.
- **Internet-Empowered Consumers.** The 2011 NATIONAL ASSOCIATION OF REALTORS® Profile of Home Buyers and Sellers shows that 88 percent of home buyers use the Internet to search for homes.
- **FSBOs.** According to The 2011 NATIONAL ASSOCIATION OF REALTORS® Profile of Home Buyers and Sellers, 37 percent of FSBOs cite commission cost as their primary reason for not using a real estate salesperson. If you can convince this segment of buyers and sellers of your value proposition, you can tap this FSBO market and make it a lucrative niche.

These are only a few of the major niches possible in real estate. You can decide that your particular niche is a small town or neighborhood. You might want to target golfers because you love golf. Or you may want to target soccer moms. The more creative you are in establishing a niche, the more likely that you will not have as much competition as you would in the more established niches.

Your niche should be large enough to provide a strong pipeline of business but small enough for you to have a big presence. It should relate to you personally in some way, although you don't have to be a member of your own niche group. Experts recommend that new practitioners focus on one niche early in their careers.