The Ultimate Guide to Becoming a Real Estate Agent
WELCOME TO YOUR

Guide to Becoming a Real Estate Agent

We know that there’s an overwhelming amount of information out there when it comes to becoming a real estate agent. You may wonder what exactly the job entails, what kinds of salary you can expect to make, or even how you get clients.

To help answer your most-pressing questions, we took the guesswork out of it and collected the best and most current information you need to get started.

It’s time to follow your dreams!
A career in real estate means a lot things for a lot of people, but here are a few key points that make a career in real estate ideal for you:

1. **FLEXIBLE** SCHEDULE
2. **ENTREPRENEURIAL** OPPORTUNITY
3. **THE ABILITY TO** HELP OTHERS
4. **A** FUN PROFESSION
5. **LOW BARRIER** TO ENTRY
YES! The real estate market has historically had its ups and downs, but there’s never been a better time to get started with a career in real estate. Ask yourself these questions to determine if real estate is right for you.

**IS NOW THE TIME?**

**HAVE YOU BEEN EAGER FOR A New Career?**

**ARE YOU READY TO Determine Your Future?**

**DO YOU WANT TO Control Your Income?**

**IS THE Market Right?**

Do some research online and at a local real estate agency to see.

**DO YOU KNOW HOW TO Get Your License?**

Do some research online and at a local real estate agency to see what’s happening in your area.

**DID YOU ANSWER YES TO ONE OR MORE OF THESE QUESTIONS?** Then you’re in the right place. Continue reading and we’ll give you everything you need to know to get started today!
Like many be-your-own-boss professions, annual income for real estate agents can vary wildly. **Factors to consider when determining your income potential include:**

1. **LOCATION**
2. **FULL-TIME OR PART-TIME STATUS**
3. **AFFILIATE BROKERAGE**
4. **HOUSING PRICES AND TRENDS IN YOUR AREA**

**AGENT ANNUAL INCOME TODAY RANGES FROM**

$20,000 $1 MILLION+

To learn more about the average agent’s income in your area, visit one of the sites below for detailed information:

- **SALARY.COM**
- **PAYSCALE.COM**
- **CBSALARY.COM**

*When exploring these sites, make sure your research is thorough. For example, using the title “Realtor” vs. “Real Estate Agent” can produce different results.*
“IF YOU AREN’T WORKING FOR YOUR GOALS, then you’re working for someone else’s.”
A DAY IN THE LIFE:
ROLES & RESPONSIBILITIES

The role you play in each transaction will vary from client to client and from day to day. If you love diversity and looking at the big picture, you’ll love being in the real estate industry.

When working with a seller, an agent’s possible roles include:

- Marketing & branding specialist
- Photographer & videographer
- Professional stager
- Property promoter
- Market & property analysis expert
- Social media user
- Negotiator

When working with a buyer, an agent’s roles can include:

- Tour guide & driver
- Interior decorator
- Construction advisor
- Landscape architect
- Inspector
- Negotiator
- Market expert
A DAY IN THE LIFE: TRENDS

The world of real estate is surrounded by big life changes – marriages, babies, upsizing, downsizing – and some of the most exciting things about the industry are the constant changes and high energy. Each and every day brings new challenges and new successes and, through education, we are with you every step of the way.

BIGGEST CHALLENGES:
- What do I do first?
- What’s most important?
- How do I stay current with the changing market, the changing data, and my clients?

LATEST TRENDS:
- Social media
- Personal websites
- Blogs
- Videos
- Consumer listing sites (Zillow, Trulia, and Realtor.com)

TODAY’S AGENTS NEED:
- Marketing guidance
- Technology tools
- Office supply discounts & solutions
- Educational resources
- Legal assistance
- Financial services
- Insurance & risk management
- Travel & automotive resources
WHAT PRODUCTS & TECHNOLOGIES REALTORS® VALUE MOST:

- **Mobility**: Smartphones, tablets, laptops, WiFi, mobile websites, and apps
- **Access to files online** for agents and customers (cloud computing, Google Docs, Dropbox)
- **Automotive and travel** needs (airline and hotel discounts through preferred partner networks for customers)
- **Integrated phone systems and office equipment** (scanners, copiers, printers, computer systems)
- **Turnkey internet and social media marketing solutions** (staying connected is key)
Getting your license isn’t nearly as scary as you’re imagining. Follow these guidelines to start down the path to licensure, and be sure to check out our website for state-specific information as well!

1. **Research the requirements in your state.**
   Everything you need is on our website. Just visit [TheCEShop.com](http://TheCEShop.com) and select your state!

2. Successfully complete the qualifying course(s) with an approved education provider.

3. Complete your course final exam.

4. Choose a broker to support you through the process.

5. Schedule the real estate licensing exam.

6. Complete the state application to get your license. Make sure to check any filing deadlines.

7. Once your application is approved, you are a licensed real estate professional!

8. Keep a schedule for your Post-Licensing, if required, and CE as your license comes due.
“Every accomplishment starts with the decision to try.”

- GAIL DEVERS, TWO-TIME OLYMPIAN
HOW TO CHOOSE YOUR PROVIDER

When you’re starting a new career, education is the first step, and choosing the right provider is vital. Here are a few things to look for:

AGE OF CONTENT & PLATFORM
Content is the key to your success. The real estate market is constantly changing and if you’re not learning based on the most recent trends, you’ll be outdated before you even begin.

MONEY BACK GUARANTEE
You shouldn’t have to pay for something that isn’t right for you. A lot of providers don’t have your best interests in mind and don’t offer a guarantee on their products once a course is started.

REFUND POLICY
Not able to finish your course? Change your mind? Some providers don’t provide a refund for any reason.

SCHEDULE
You have a lot on your plate and time spent sitting in stand-still traffic doesn’t do any good for anyone.

ONLINE VS. CLASSROOM
If not done well, taking an online course can feel like reading a flat and unengaging textbook. Classrooms can be inconvenient and only offer one size fits all learning.

PASS RATES
Most providers don’t publish their pass rates - and that’s usually for a reason. Knowing their average success rate will help you determine if it’s the best choice for you.

EDUCATION METHODS
Many providers resort to boring, overwhelming text that lacks context and engagement. It doesn’t make for a very effective way to learn.

CUSTOMER SERVICE
The beauty of online education is taking it when the time is right for you – so doesn’t it make sense that customer service should be available if you need them as well? Make sure your provider is available when you need them.

Want to see how The CE Shop ranks in each of these? Check out the next page!
WHY CHOOSE THE CE SHOP?

At The CE Shop, we’re always rethinking and improving the real estate education process to ensure that you receive nothing less than the absolute best education.

AGE OF CONTENT & PLATFORM
We’re constantly updating our courses on a brand new online learning solution of our own design. We want you to learn, grow, and succeed through the most revolutionary ideas and approaches in education.

MONEY BACK GUARANTEE
This one is a no-brainer. We value your time, money, and effort and we prove it through our money back guarantee policy.

REFUND POLICY
If something in your life has affected your decision to take our course, we respect that, and we’re transparent about how we handle it. Call us about our refund policy.

SCHEDULE
One of the greatest advantages of taking your course online is that you can do it when it’s convenient for you. Have time first thing in the morning? That’s great. Awake at 2 am? Hop online and start learning!

ONLINE VS. CLASSROOM
Our online learning solution, LEAP is innovative, new, and delivers content in an engaging and interactive way, helping to better prepare you for your new career.

PASS RATES
We pride ourselves in having one of the highest national course pass rates in the industry - over 90%! Our built-in exam prep is comprehensive and sets you up for success. Our goal is to enable you to move forward in your career.

EDUCATION METHODS
We know you’re striving to be the best. That’s why we designed LEAP with the latest in adult learning science to deliver a revolutionary experience.

CUSTOMER SERVICE
We’re here for you when you need us, 7 days a week, via phone, chat, and email. We look forward to hearing from you!
WHY TAKE OUR COURSES?

Presenting a new learning experience for those who want to succeed.

We have everything you need to get your license.

CONVENIENT ONLINE LEARNING
LEARN AT YOUR OWN PACE WHEN AND WHERE IT’S CONVENIENT FOR YOU.

We’ve taken the best of both classroom and online learning so that you never feel alone, while you know you’re learning from the best.

90% PASS RATE – LEARN MORE*
GET YOUR LICENSE FASTER.

We developed this course with you in mind. Learn confidently knowing our students have a 90% pass rate.

REAL-LIFE SCENARIOS
LEARN BY DOING.

Learn by doing with real-life scenarios and exercises. Take and search notes. Map out your schedule using our customized study plan.

BUILT-IN EXAM PREP & MATH HANDBOOK
WE HAVE EVERYTHING YOU NEED.

Downloadable reference materials, built-in exam prep, and math handbooks make you more prepared to pass the exam.

INTERACTIVE RESOURCES
STAY ENGAGED THROUGHOUT THE ENTIRE COURSE.

Learn from groundbreaking curriculum built for today’s new agents.
“Every man is the architect of his own future.”

- Goethe
“I feel infinitely more prepared. I’m still reviewing my agency law and negotiation skills lessons from The CE Shop. Worth its weight in gold.

I DIDN’T WANT TO LEARN JUST ENOUGH TO PASS THE TEST.
I WANTED TO LEARN REAL ESTATE!”

- CHRIS S. | COMPLETED COURSE MAY 2015

“I have done other online courses and they can be extremely boring so THIS IS A PLEASANT SURPRISE ...
I will be using the The CE Shop for all of my Post-Licensing and Continuing Education requirements.”

- LUIS P. | COMPLETED COURSE MARCH 2015

“The CE Shop is an amazing tool and I WOULD RECOMMEND IT TO ANYONE without hesitation.”

- BOB J. | COMPLETED COURSE JULY 2015
“I wanted you to know that the content of your NY 75-Hour Real Estate License Course is EXCELLENT AND SURPASSES ANY ONLINE COURSE I HAVE TAKEN. The delivery is diverse and interactive and retains one’s interest. Your Customer Service Representatives are responsive, polite, and knowledgeable. I AM EXTREMELY SATISFIED and glad that I chose The CE Shop over other online educational organizations that truly appeared primitive in their approach.”

- PHILLIP G. | COMPLETED COURSE FEBRUARY 2015

“The CE Shop upholds its (fiduciary) duties to its clients, with outstanding obedience, loyalty, disclosure, confidentiality, accountability, and reasonable care. THE CE SHOP HAS EXCELLENT CUSTOMER SERVICE, AND THE COURSE IS FUN, INTERACTIVE, AND EASY TO UNDERSTAND! I feel like a licensee already!”

- ANTHONY C. | COMPLETED COURSE FEBRUARY 2015
“May you live every day of your life”

- JONATHAN SWIFT
ABOUT US

Founded in 2005, we’ve become the **LEADING PROVIDER OF ONLINE REAL ESTATE EDUCATION** through hard work and an encyclopedic knowledge of the real estate industry.

Over the years honing our courses, we’ve been fortunate enough to be recognized as a **COLORADO COMPANY TO WATCH** (2015), one of the **TOP 250 PRIVATE COMPANIES** (2015 & 2016), and one of the **BEST PLACES TO WORK** (2015 & 2016).

With **COURSES AVAILABLE IN ALL 50 STATES AND DC**, we’re driven by a desire to constantly improve, both for ourselves and for our students.
Finish your courses so you can put all this knowledge to use and **BUILD YOUR BUSINESS!**

**LEARN WITH US & SAVE 20% TODAY!**

Promo Code **REGUIDE20**

*The CE Shop*