Key Takeaways for New Real Estate Agents (and a Checklist)

This is an extra resource to go along with the original article:
Congratulations—You've Passed Your Real Estate License Exam, Now What?

Select a brokerage agency that invests in you as a new agent. Don't focus so much on the split, but the benefits of that agency and its reputation in the community.

- ❏ Interview multiple brokerages.
- ❏ Check their reputation as brokers. Look at reviews online and meet with current agents.
- ❏ Ask what benefits each agency offers their agents (supplies, continuing education, mentorship).

Choose a realistic marketing budget. Focus on presentation (your wardrobe, your business cards), representation (your website), and networking (a membership to real estate organizations).

- ❏ Invest in your wardrobe. Buy a new suit each month.
- ❏ Purchase professional business cards.
- ❏ Create a website.
- ❏ Join real estate organizations.

Join the NAR and become a REALTOR®. This organization also has local chapters, and you're encouraged to get involved in these smaller groups, too.

- ❏ Sign up for an annual membership to the NAR.

Remember that you're the owner of your business. Commit to working on your business even if you're only at it part time.

Network with other real estate professionals, but not just agents. Think: attorneys, contractors, movers, surveyors, plumbers, etc.

- ❏ Host or attend open houses
- ❏ Join local business groups
- ❏ Invite colleagues out for coffee or lunch
- ❏ Attend local or regional meetings and mixers

Forge a meaningful and lasting connection with your former clients to stay top of mind.

- ❏ Send a "welcome home" bouquet to new clients.
- ❏ Send a "happy home anniversary" to former clients each year.