



PLANNING FOR YOUR NEW CAREER:

# The Ultimate Guide to Becoming a Real Estate Agent

A REAL ESTATE EBOOK FROM

**PREMIER**  
— REAL ESTATE AGENCY —





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!**

# IS REAL ESTATE FOR YOU?

A career in real estate means a lot of 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





# IS NOW THE TIME?

**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.

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

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

DO YOU WANT TO  
**Control Your Income?**  
DETERMINE WHAT YOU MAKE -  
FIND OUT HOW ON **THE NEXT PAGE.**

IS THE **Market Right?**

DO SOME RESEARCH ONLINE OR  
CONTACT OUR OFFICE.  
[CPARDEE@WHERESTHATHOME.COM](mailto:CPARDEE@WHERESTHATHOME.COM)

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

CONTACT OUR OFFICE TO LEARN HOW  
TO GET YOUR PA REAL ESTATE LICENSE.  
5 EASY STEPS!

**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!



# INCOME SUMMARY

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](https://www.salary.com)

[PAYSCALE.COM](https://www.payscale.com)

[CBSALARY.COM](https://www.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 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 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?

## TODAY'S AGENTS NEED:

- **Marketing** guidance
- **Technology** tools
- **Office supply** discounts & solutions
- **Educational resources**
- **Legal** assistance
- **Financial** services
- **Insurance & risk management**
- **Travel** & automotive resources

## LATEST TRENDS:

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

# A DAY IN THE LIFE: TRENDS



## 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*)



# HOW TO GET YOUR LICENSE

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.  
[Contact our office to learn how to get your PA Real Estate License. 5 Easy steps!](#)
- 2 Successfully complete the qualifying course(s) with an approved education provider.
- 3 Complete your course final exam.
- 4 Contact our office and we will help you complete the necessary forms to obtain your PA license
- 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.

A woman in athletic wear stands on a dirt path along a grassy cliff edge, looking out at a vast blue ocean under a bright blue sky with scattered white clouds. The scene is captured from a low angle, emphasizing the height of the cliff and the expanse of the sea.

*“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.



*“Every man is the*

**ARCHITECT OF HIS  
OWN FUTURE.”**

**- GOETHE**

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



400 Market Street, Suite 3  
Williamsport, PA 17701  
(570) 601-0774

[WWW.WHERESTHATHOME.COM](http://WWW.WHERESTHATHOME.COM)