

TIPS ON FINDING EMPLOYMENT IN REAL ESTATE

A career in the real estate profession can be rewarding and exciting. Achieving success in real estate requires commitment, exceptional customer service, self-confidence and professionalism.

So you have ticked all the boxes: qualifications, drive, confidence and enthusiasm and you are about to embark on job seeking to work in real estate. How do you achieve this? Below are some tips to assist you to find that job!

NETWORK, NETWORK, NETWORK...

You WILL need to personally connect with Agents and agency Principals. Don't send emails with Resumes attached – as they do not work very well.

- Research all the agencies in your area or in areas you would be prepared to work in. Visit their websites, get a feel of the agency and its staff and become familiar with their business. Note when they are conducting open inspections.
- Attend their open inspections. Dress professionally and be professional. Talk with the agents, but don't smother them, remember they are busy. Explain that you are currently studying real estate and express your passion about working in the sector. Build a rapport and ask for their guidance on how you could secure work in their agency. Ask for the name of their Principal. Take notes.
- Be prepared. Some agents will give you valuable information and others will not have the time to do so.
- Establish and build a database of agencies, their staff and Principals. Keep a record of who you spoke to and how the conversation progressed.

MEET WITH THE PRINCIPAL

- Meeting the Principal of an agency is important as they make the hiring decisions. Research the agency before you meet, and prepare a few questions for the Principal such as what activities your first 6/12 months will involve, and whether they offer mentoring and training.
- Go to the agency and arrange to meet the Principal. At this meeting discuss how keen you are to work in the sector and in their agency. Explain that you are doing this course and be positive, well presented, enthusiastic and professional.
- What must come across in the meeting is your knowledge, passion and especially how well you communicate and build rapport. Ask questions about the real estate sector, their agency and also ask the Principal what skills and qualities they see as a priority in their staff. The Principal will note if your communication style is genuine, down-to-earth and whether you can build rapport and trust.
- This is a great time to explore if there are any current or upcoming work opportunities. If the Principal indicates that there are no opportunities at this time then ask if you could re-connect at a later time.

FOLLOW-UP MEETINGS

- Follow-up meetings and discussions with a short email thanking them for their time. Keep your networking plan active. If a Principal provides consent for you to follow-up with them at a later time then record that in your diary. Document and learn from the information that was presented to you so you are prepared for the follow-up meeting.

