



PLANNING FOR YOUR NEW CAREER:

The Ultimate Guide to Becoming a Real Estate Agent

A REAL ESTATE EBOOK FROM

 **The CE Shop**
INNOVATING CAREER EDUCATION



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 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 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!

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 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

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.
Everything you need is on our website. Just visit [TheCEShop.com](https://www.thoces.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.

A woman in athletic wear stands on a dirt path on a grassy cliffside, looking out over a vast blue ocean under a bright, cloudy sky. The scene is captured during the golden hour of sunset or sunrise, with warm light illuminating the clouds and the woman's silhouette.

“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

STUDENT TESTIMONIALS



“

“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



STUDENT TESTIMONIALS

“

“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.



WHAT ARE YOU WAITING FOR?

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**