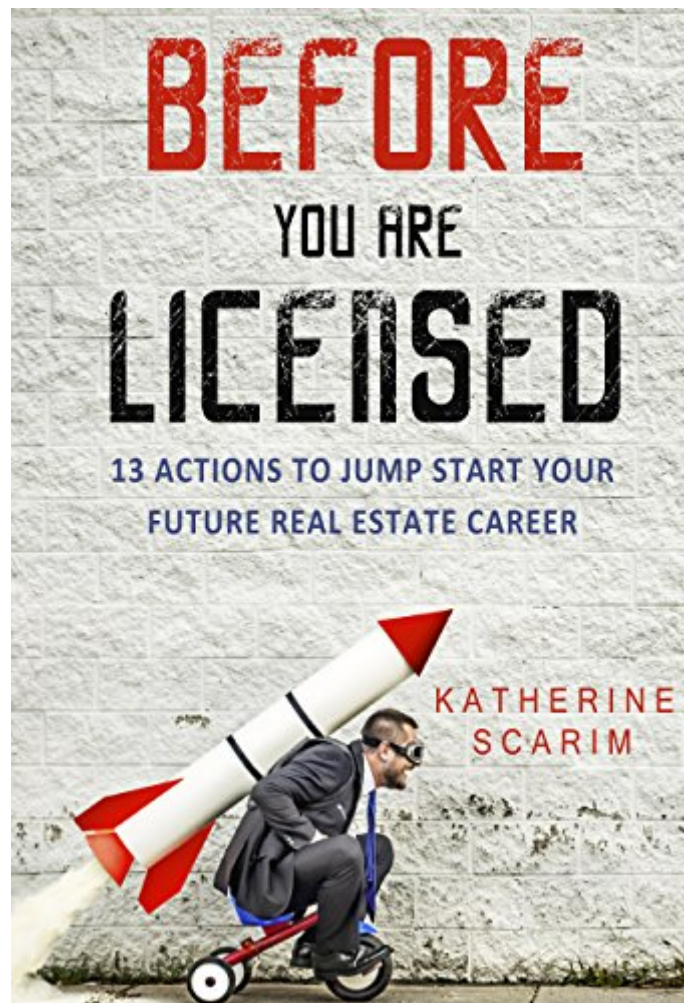




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Before You Are Licensed: 13 Actions To Jump Start Your Future Real Estate Career



Synopsis

Short Simple GuideToo many new real estate agents don't make it to their first anniversary. Why? Because they run out of money before they have had time to build a successful business. Most real estate books give the same advice, "Put away three to six months of living expenses before starting your career." If you've got that kind of money, then you don't need this book. If however you aren't sitting on a pile of cash, you have no choice but to hit the ground running the minute you are licensed. This short and simple guide will teach you how. Right now, with *Before You Are Licensed*, you can begin:

- Acquiring market knowledge
- Nurturing a future client base
- Researching brokerages
- Creating marketing materials for future use

The list goes on and on. Don't allow yourself to become another statistic. Take control of your future real estate career by laying the groundwork now. If you succeed quickly, you won't have to quit. It's that simple.

Book Information

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Customer Reviews

Reading this book made me see how much a good real estate agent has to offer, so whether you are planning to become an agent, or just looking for one to work with one, this little guide is terrific. It taught me that beyond having all the necessary legal and financial knowledge, the stand-out agent is the one with unique resources of information to impress and charm clients. The steps to getting all that information are very clearly laid out. The author is very thoughtful and writes very well. One of the things I liked best was that Scarim's book made me see the role of a real estate agent in a very inspiring way. It reminded me that this business is not simply about matching buyers and sellers of houses. It is also about neighborhoods and their history, and communities within the community. It is those kind of details that can make a house feel like a home. Scarim's broad vision of the work makes for a very special how-to guide. I highly recommend the book to any one interested in real estate.

Most guides to real estate success focus on how to start being successful when you've received your license. In this short (56 pages), cogent, focused guide, Florida real estate broker Katherine Scarim tells real estate novices the practical steps they can and should take to "jump start [their] future real estate career before they're licensed, even while they may still be studying for the exam. The author begins with an important disclaimer: "...It is illegal to practice real estate without a license." Her suggestions are aimed to "allow you to start gaining knowledge and mapping out your future real estate business" not to have you begin your career prior to licensure. Scarim urges readers to get started on tasks they will need to do when they're licensed: 1. Start conducting market research. 2. Nurture and build your future client base. Decide on the fundamentals of your future business (including the specific criteria to use in choosing a brokerage with which to hang your future license). 4. Meet with an accountant to clarify how to handle your business expenses from the start. Plan your market strategy. Decide how to brand yourself as a real estate pro. For instance, choose one adjective (examples: Competent; Professional; Trustworthy, Ethical, Approachable), make sure all your future marketing efforts reinforce your brand/identity. Scarim closes with these encouraging words: "Please, use your pre-licensure time to the fullest. Take control of your future. And once you obtain your license hit the ground running!"

Excellent. Very sound, to the point advice on how to be a good real estate agent. This is about how to do the job, help your client and yourself at the same time. Much more pertinent than the usual real estate guides that focus on marketing instead of the job. The industry needs more of the

attitudes expressed in the book. Highly recommended.

Basic. Perhaps too basic. A very slim volume worth about half what I paid.

In plain English this book lays out the steps of what I need to be doing in this time before so get my License. The pages to help you personally plan out what was discussed in the chapter is very helpful. I think this book is a great study guide to marketing for new and experienced agents.

I enjoyed this immensely. Truly gave me a focus for the months ahead on my new journey without a ton of you can do it speeches! Direct to the point and meaningful advice.

Thank you for writing such an informative book for wanna-be real estate agents :) I'm so excited that there are so many things I can do before I even get my license!

This book opened my imagination and encouraged my excitement to make my dreams come true. I liked the suggestions to get going with plans before getting the license. I will begin today. Thank you
Ms. Scarring, R. Sherette

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