



# Being a REALTOR®

Greater Harrisburg Association of  
REALTORS®

# What is the role of a REALTOR®?

Your clients depend on you for education and guidance from your first meeting until a sale closes.



You can reinforce your value and show your real estate expertise by offering objective information and informed opinions about local market conditions, being knowledgeable about the latest home trends and technologies, and understanding community issues.



The buyers and sellers you work with expect honest and ethical treatment throughout the course of your business dealings.

# Communicating with Clients

As an agent, you are the conduit between the client and the property. Being a successful agent means having excellent communication skills.

Being a successful agent also means learning how and how often your clients need to hear from you.

As the real estate expert, you need to confidently and professionally convey information to your clients. This includes verbal and written communications.

# Knowledge of the Local Market

**Your clients will depend on you to be an expert about the local market. This includes neighborhood information, public transportation options, local taxes.**

**This also includes keeping up with the latest real estate industry news.**

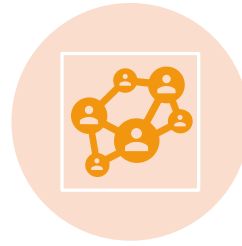
# Working with First-Time Homebuyers

First-time homebuyers make up 34 percent of all home buyers. First-time homebuyers may require you to fully walk them through the buying process.





# Adapting to New Technology



**TECHNOLOGICAL  
ADVANCES HAVE  
CHANGED THE WAY  
AGENTS WORK. IN ORDER  
TO BE SUCCESSFUL, YOU  
WILL NEED TO EMBRACE  
SOME NEW TOOLS:**



**VIRTUAL REAL ESTATE  
(SIMULATED  
WALKTHROUGH)**



**CUSTOMER RELATIONSHIP  
MANAGEMENT TOOLS  
(CRM)**

# Negotiating Skills

Your clients will rely on you to understand the details of the real estate transaction process. Buyers will rely on you to get them the best deal and to protect them. Sellers will rely on you to get the most benefits from their most valuable possession.



# Networking Skills

A successful real estate professional will be well connected within the industry. You will need to be able to quickly call on:

Staging specialists

Home inspectors

Real estate lawyers

Mortgage lenders

You will also want to continually network with your clients to expand your business base.





# Marketing Skills

- Successful marketing skills are the icing on the cake for those looking to master the real estate industry.
- A successful marketing campaign includes:
- Social media marketing
- Website design
- Digital marketing expertise
- Experience with signage and print media

# Becoming a REALTOR®

- You will need to save money before embarking on your pre-licensing studies.
- Some typical costs associated with obtaining REALTORS® license:
- Pre-licensing classes
- Textbooks
- Exam fees
- Once you become a REALTOR®:
- Membership dues
- Lock box
- MLS
- Broker fees
- CE courses
- You need to be aware that once you obtain your license, you may not make any money for several months, but you will have expenses to pay. You need to have enough money saved for this period.

# Becoming a REALTOR®



A career in real estate is incredibly rewarding.



Working in real estate can give you a flexible schedule and the ability to be your own boss.



The good news is that you don't need a specific educational background. A high school diploma is the only required degree.



A career in real estate is as successful as what you put into. If you are willing to work hard, you will be successful.



Just because you have a real estate license, does not mean you have to be an agent. There are many different jobs within a real estate office. There are also opportunities for unlicensed individuals.

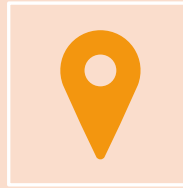


There are also careers related to real estate such as realty assistants, transaction coordinators, appraisers, mortgage brokers, home inspectors and title agents.



It is highly recommended that you find a mentor to guide you through the process.

# Becoming a REALTOR®



**Please check out**

**<https://ghar.realtor/education/start-your-career/>**



**Feel free to speak with any of the  
REALTORS® here today.**