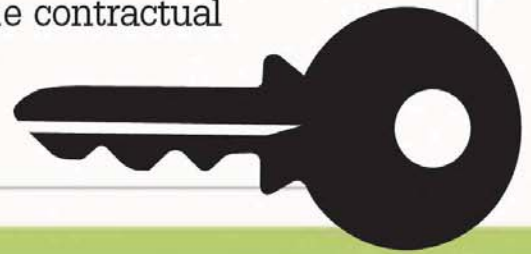


REAL ESTATE AGENT



JOB DESCRIPTION

Real estate agents organize the sale, purchase, and renting of properties. They meet with sellers or landlords, value the house or apartment, and present it to potential buyers or tenants. Sales agents handle all of the negotiations between buyers and sellers, and liaise with surveyors and lawyers to ensure the sale runs smoothly. Leasing agents finalize the contractual details between landlords and tenants.



SALARY

Trainee estate agent ★★★★★
Experienced manager ★★★★★

INDUSTRY PROFILE

Many job opportunities, especially in big cities • Industry sensitive to economic change and housing demand • Real estate agents often move between companies

CAREER PATHS

Realtors handle the sales and/or rentals of residential and commercial properties. An agent can work in both rentals and sales, but many focus on one or the other. To be licensed, you must take a salesperson qualifying education course and pass an exam. With experience, you may progress to handling larger property deals, conducting property auctions, or managing an agency.

TRAINEE You can start your career as a trainee negotiator after leaving high school or college. Employers may offer a short induction course and encourage you to study for further qualifications.



LEASING AGENT

Specializing in the rental property market, you will oversee all aspects of leasing a property, from valuing it to finding tenants.



SALES AGENT Works with buyers, sellers, lawyers, mortgage brokers and bankers, home inspectors, and others. You will oversee all aspects of the sale of a property, from valuing it and finding potential buyers, to supervising the completion of the sale.



Century 21, the largest real estate agency, has more than 7,100 offices in 74 countries.

SKILLS GUIDE



Excellent verbal communication skills to promote properties to potential clients.



Flexibility to deal with a variety of challenging negotiations between a wide range of clients.



The ability to understand the requirements of potential clients and adapt responses accordingly.



Organizational skills to deal with many sales or rentals going through at the same time.



Awareness of current commercial trends and escalating or declining prices in the property market.



ASSISTANT BRANCH MANAGER

Assists the branch manager with the overall running of a real estate agency. Has a proven track record in sales, valuation, and property listing.



BRANCH MANAGER

Handles the branch's staff and administration, and is responsible for increasing the profitability of the branch.



AGENCY DIRECTOR Owns or runs a real estate agency, overseeing all aspects of the business, from employing staff to attracting new clients in both the sales and rental property markets.

RELATED CAREERS

- ▶ **COST ENGINEER** *see pp. 198–199*
- ▶ **DOMESTIC ENERGY ASSESSOR** Calculates how much energy a property uses and comes up with ways to make it more energy-efficient. They make recommendations to homeowners to save them money on their energy bills.
- ▶ **PROPERTY DEVELOPER** Buys, improves, then sells properties to make money. May invest in a wide range of properties, from new developments to homes requiring renovation, before selling them for a profit.
- ▶ **REAL ESTATE ATTORNEY** Handles all of the legal matters involved in the sale and purchase of properties. They must pass related exams before they can start practicing.

AT A GLANCE



YOUR INTERESTS Marketing • Sales • Property • Customer service • Real estate management • Business studies • English



ENTRY QUALIFICATIONS After leaving high school or college, you begin as a trainee with a company, which may provide induction courses.



LIFESTYLE Outside of regular office hours, you will likely need to attend property viewings in the evenings and on weekends.



LOCATION Real estate agents usually deal with properties within a defined location. The flexibility to travel quickly to properties in that area is essential.



THE REALITIES Intense pressure to meet sales targets. Basic salaries are often low (or nonexistent) and supplemented by commissions.