

1. INCOME EXPECTATIONS

You most likely worked in another industry that may have had a traditional or consistent pay period. Real estate is different. Your income depends on YOU! Your paycheck comes from successfully closing a transaction. Your broker will receive a commission check from the escrow company, which the broker will then divide with you based on your commission arrangement.

2. HOMEWORK... THINGS TO THINK ABOUT

- Where do you want to focus?
 - Residential
 - Leasing
 - New homes
 - Commercial
 - Assistant
 - Listing agent
 - Buyer's agent
 - Relocation
 - Broker/Manager
- What are your income goals? What income structure do you want to work in? (100%, where you assume all expenses such as mail, phone, office space; or a



split commission that may be offered on a scale according to your production and the firm provides a desk, phone, etc.)

- In what area and price range do you want to specialize (close to home, etc.)?
- Does the firm offer a full-time broker or broker associate, mentoring programs, and secretarial support?
- Do you want to work with a large firm or a small firm (independent or franchise)?
- Do you want to work for a firm that offers in-house training programs or reimbursement for training taken outside the firm?
- Do you want to work with a firm that has affiliations such as a lender/title/escrow company?
- Do you want to work with a firm that has a website? (Do they offer agent pages? Do they offer on-site technical support?)

3. INTERVIEW PROCESS

The interview process is basically the same in any industry. There are questions the broker/manager will ask you to help determine if you will be a good fit for the firm, and questions you will ask to determine if the firm is the right fit for you. You should know what type of atmosphere you want to work in as well as what traits you want from a manager prior to interviewing firms.

Questions the broker/manager may ask of you:

- Why did you choose real estate?
- What are your first year expectations?
- What is your community involvement?
- What are your best skills/assets?
- Have you worked in sales previously?
- Are you the sole provider in your family?

Questions you may want to ask the broker/manager:

- How will I get paid?
- What expectations will the broker/manager have of me?



- What is the average length of time agents have been with the firm?
- What training is available to new agents?
- Does the firm have a mentor program?
- Does the firm have floor duty? If so, how is it assigned?

4. BASIC SUPPLIES TO GET STARTED

As with any business, there are certain start-up supplies you will need. Many firms offer some of the essentials...be sure to ask during your interview process what supplies are provided by the firm.

- Business cards
- Computer/fax access
- Internet access
- Printer
- Camera (preferably digital)
- Daytimer or PDA
- Software (database/contact management/word processing)
- Letterhead/envelopes
- Thank you cards
- Cell phone
- 800 phone number
- 24-hour answering service
- Name badge
- Signs/riders
- Beeper

5. THINGS TO LEARN

The body of knowledge below is a statement developed by the NATIONAL ASSOCIATION OF REALTORS® Education Committee listing what the residential real estate practitioner needs to know or be able to do in order to practice competently.

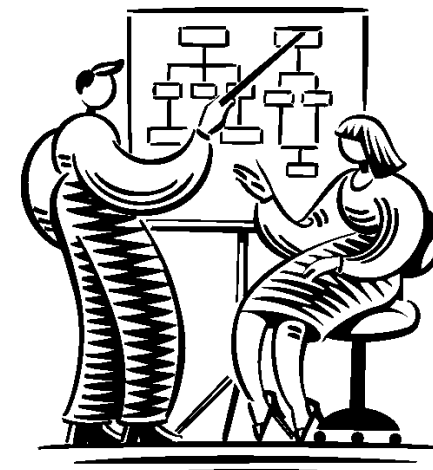
Sales Process

Prospecting

Identify spheres of influence
Develop a referral network
Telephone techniques
Develop a farm or business base
Use contact management databases
Work with expired listings and FSBOs

Marketing

Hold an open house
Develop and use a personal presentation program
Show a property
Establish property price
Make a listing presentation
Present offers
Prepare a Comparative Market Analysis (CMA)
Create advertising
Create a direct mail campaign
Develop a marketing plan for a property



Handle competing offers
Research a property
Customer and Client Service
Build trust with client
Qualify buyers/sellers

(needs, wants, financial)
Counsel seller/buyer on home buying process
Communicate with seller and buyer
Negotiation skills
Transaction management, contract to closing
Knowledge of home financing

Legal and Regulatory

Professional Standards

Comply with NAR Code of Ethics
Comply with NAR professional standards
Understand arbitration and mediation process
Understand and comply with state rules and regulations

Fair Housing

Understand and comply with fair housing laws
Understand and comply with Voluntary Affirmative Marketing Agreement (VAMA)
Understand and comply with Americans with Disabilities Act (ADA)

Brokerage Relationships

Understand and comply with the law of agency
Explain agency relationships to a seller or buyer
Understand employment agreements
Understand and comply with antitrust law
Recognize and disclose a closed business arrangement

Contracts

Understand and complete applicable contracts, agreements and forms
Handle clauses and contingencies
Understand and comply with applicable escrow and trust fund requirements
Avoid unauthorized practice of law

Environment

Understand and comply with appropriate environmental laws

Locate qualified environmental professionals
Know consequences of failure to comply

Technology

Hardware

Assess individual technological needs
Select appropriate hardware

Software

Assess individual technological needs
Select appropriate software
Tools: Contact management, word processing, presentations, Multiple Listing Service (MLS), Comparative Marketing Analysis (CMA), database management, spreadsheet, accounting, financial management, etc.

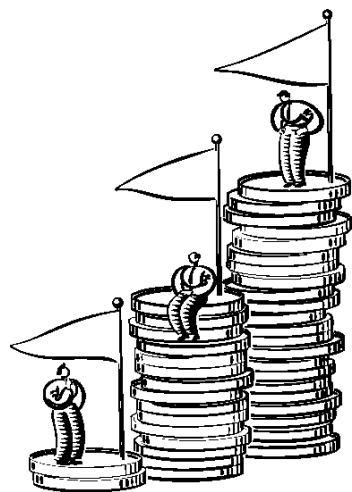
Communications

Assess individual communication system needs
Select appropriate communication systems
Tools: On-line systems, cellular phones, interactive television, email, voicemail, pagers, Internet, etc.

Professional Development

Business and Personal Management

Develop goal setting and time management strategies
Maintain a professional image
Develop a personal business plan
Develop a professional contacts network



Develop problem-solving skills
Develop communication skills
Develop negotiation and counseling skills
Community involvement
Continue life-long learning

6. TYPICAL START-UP EXPENSES

There are some start-up expenses that you can expect and should plan for:

- Association membership fee (local association/AAR/NAR)
- MLS fees
- Insurance rider (for auto)
- E&O insurance
- Professional photo
- Personal domain
- Webpage development
- Basic business supplies
- ADRE mandated six-hour contract writing class
- ABR, CRS, GRI, etc (plan on earning one or more designations to *build your network, sharpen your skills, increase your knowledge, and increase your income*)

7. ADDITIONAL CAREER RESOURCES

Starting & Succeeding in Real Estate,

Mark Nash

Real Estate Career Starter, 2nd Edition,

Mary Masi

21 Things I Wish My Broker Told Me,

Frank Cook

On Track to Success In 30 Days,

Mary Masi



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NOW WHAT?

This brochure is designed to provide you with basic information, as a new licensee, regarding career choices and basic knowledge of basic skills you will need to survive in the real estate business.



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