Final Essay

Taking this Real estate class was my third course in order to be eligible for the CalBRE exam. I gained a lot of knowledge, not only in the information that we received but also in real life experience. I now know a great variety of selling techniques and the essentials of how to be a great agent and have a successful real estate career.

In order to be a successful agent you have to be a great salesman. You have to step it up and get on the next level of selling which is engaging your clients emotionally. It’s all about embracing your vision and mission. It is not only emotionally; you can’t do it with just words. Yours words have to be backed up with statistics. By doing an extensive research of the values of the properties in the area and then presenting them to the world in a professional manner.

You always have to be professional but as a real estate agent you must learn how to use your tools, use your eyes, your ears, your mouth, all your senses. By using all these tools and applying them by creating exciting, colorful images, which will inspire and persuade people to the decision to own real estate.

I really appreciated the fact that this class had the open house assignment because I noticed many important things the agent has to do that I didn’t know before in order to hold a successful open house. There are a few steps in order to have a successful open house, you need to make sure that the property you want to hold open has what it takes, then you have to invest time and effort. Mostly you have to make sure it is priced right, that you create a good traffic flow by putting up signs, be familiar with the area, stage the home if its needed, create brochures or something interesting with colorful images and statistics.

Lastly, give out your business cards, let people know you and remember you.

Sales techniques have changed dramatically in the past few years. Every year is getting more complex in the world of technology and big data. These days property specific websites are essential, professional photography is imperative, and most importantly internet market is a must. You have to apply the 5 P’s, which are the essentials of any marketing plan. (Product, price, place, promotion, people) Make your property stand out from the crowd, market the house at the right price, know where to display your property and how to make it unforgettable, how to promote the property and lastly even if you’re searching for a particular buyer, there is a whole other audience out there that may assist in finding them by using social media.

Social media is the most modern technique and there are so many tricks and tactics you can use such as: Facebook ads, Instagram accounts, youtube videos, google ads, SEO for community pages, etc.

Taking this course taught me not only new real estate vocabulary but also many great varieties of selling techniques. It presented me with real life scenarios that I was able to attend and gain perspective on how it works in real life. I now know what it takes to be a great agent and that I am way more qualified to have a successful career in real estate than I was before taking this course.