

Here is a great headline: “How about a career in Real Estate”



Whilst we continually hear a lot of negative in today's market place about the real estate industry, the commentators out there never look at the positive side of things, and as usual there are always opportunities out there for the right people. Whilst we have been active in this market for about three years, we have found that the quality of candidates that are currently looking at Real Estate as their “Own Business” rather than just a job are the ones that are entering the industry right now and going ahead in leaps and bounds. They are positive people who know that it doesn't matter what the market is doing, there is always activity and sales happening.

If you are looking for a career that allows you to help and interact with people, then you may want to consider a real estate career. The real estate industry offers a wide range of possible real estate career paths, from residential to the many different aspects of commercial. The ability to earn an income, which is not limited by hourly wages or offices hours, becomes rather attractive.

Think for a moment about what is important. What would you do if you had the courage to step outside the zone and take on your own career? Life is about now, so if you've ever dreamt about starting a career in REAL ESTATE, then now may be the time, irrespective of your friends and families “best intentions”. Now will always be the best time to start irrespective of when “now” is.

All it takes to set you off on the road to self employment is a spark. This spark may have you been lying hidden

for some time, in the “too hard” basket in your mind. Perhaps it has been that someone has come up to you recently and said “hey, you would be great in real estate” think about it.

Perhaps you have been looking for that right motivation. Motivation to enter the exciting and challenging career in real estate can come from many sources. This small seed of an idea may germinate and eventually flourish to the point where motivation is not an issue.

The decision to be part of the Real Estate Industry could be a more considered where you are simply tired of working for other people and have sufficient confidence in your abilities to back yourself and take the plunge. Whether you are seeking the flexibility to work your own hours and in your own style, this may be the career path that can offer you all of these choices. We know that the change to the industry is not easy however this would be true regardless of the “market” conditions or sales volumes. If the Real Estate was an “easy” way to enjoy a lifestyle than obviously everyone would be involved. It does take a lot of hard work and dedication, however the rewards can outweigh the work involved and it still is the one industry that you can get involved in without a formal education or years of training. You have the ability to “learn as you earn” and as long as you are with a company and management that will provide you with training and support that you need, you will not only do ok, but will have the successful recipe for creating an opportunity that you will find hard to beat.

Although many different personality types have succeeded with a career in real estate, there are a few major characteristics that make the chances of success far higher. Having the ability to build relationships is something that is a real key to being successful in this industry. There is an old saying that “People don't care how much you know, until they know how much you care”, this being very true for Real Estate. There are certain skills and habits that you must work on, sometimes on a daily basis, and the successful Real Estate salespeople are the ones that are working on the these sometimes on a daily basis. Real Estate salespeople must also have good communication skills and be able to understand people and be sensitive to their needs. You will also have a strong network of people around you who will support you and also share in your success. Motivation, enthusiasm, energy, drive, awesome time management and being highly organised are just some of the attributes you will require.

Working in Real Estate is personally rewarding, ever-changing and challenging. Take some time and consider your potential in the field of real estate.

Your will need to sit your Real Estate Certificate, do some research on this or talk to the team at ICG Recruitment Group for further advice. We can offer you unbiased opinion and we have some great stories to share where people made that career change and now have a working career to enjoy.

■Richard Taylor ICG Recruitment Group