Welcome to Real Estate!

Are you looking for a career that offers a potential for high income, freedom to set your own schedule, opportunities to help people, and challenging responsibilities?

The real estate profession provides diverse career options that fulfill a variety of interests including sales of homes, buildings or land, along with property management, real estate counseling, land development or real estate appraising - to name just a few possibilities.

The real estate industry employs hundreds of thousands of people nationwide. In Florida, it's one of the state's largest employers, along with tourism and agriculture. One reason so many people work in real estate is because the industry is so diverse. It includes the sale, purchase or rental of homes, apartments, condominiums, farms, factories, shopping centers and office buildings. Realtors® work in residential, commercial, industrial and office, and farm and land sales, real estate appraising, real estate research, property management, land development, urban planning and real estate counseling. Most Realtors® work in residential real estate, which includes single-family homes and condominiums.
Nine characteristics of successful real estate agents/professionals:
Motivated, well-organized, responsible, persistent, technology-savvy, honest, self-starters, independent and risk-takers.

Real estate professionals are in demand.
Check the internet, newspaper, home guides or look around your favorite neighborhoods and notice how many homes and properties are for sale. Most are listed and sold through real estate firms.

Benefits of the real estate profession:
• Unlimited earning potential
• Job independence
• Flexibility - set your own schedule and pace
• Have skills, will travel - a Florida real estate license is valid statewide, plus your skills could take you anywhere, though state licensing requirements vary
• Employment choices - real estate pros may work for a national franchise, a regional firm, a family-run business or operate their own office as a broker – with additional licensing requirements

What’s a typical day like for a real estate pro?
Listing property for sale, showing property, presenting and negotiating offers, contacting potential sellers for listings, assisting buyers with lenders, preparing marketing materials, etc. There is no typical day – and that’s often a plus for motivated individuals interested in real estate careers.

How can I prepare to be a real estate pro?
You can prepare by reading about real estate on the internet or in various publications. This will give you a general idea of the challenges real estate pros face. You’ll also learn what attracts buyers to certain properties.

If you attend a community college or university, select courses in real estate, business, finance, investment, sales, marketing, management and communications. Many colleges and universities now offer a number of real estate and related courses to earn a bachelor’s degree in real estate. If your university doesn’t, consider majoring in business administration, marketing, management or liberal arts.

No matter what level of education you complete, you need to develop the following: an understanding of financing, communications and marketing abilities, knowledge of computers and new technology, plus self-motivation and time-management skills.

What are some of the licensing requirements?
• Be at least 18 years old
• Earn a high school diploma or general equivalency diploma (GED)
• Take the state licensing course (63-hour pre-license course and exam for sales associates; 72-hour pre-license course for brokers) from the Florida Department of Business and Professional Regulation (DBPR) and pass the state exam for each license.

There are many types of real estate licenses, including:
• Sales associate - works under the supervision of a broker after successfully completing the licensing course and passing the state exam. Sales associates may facilitate the sale, purchase or lease of real estate. After operating as a sales associate for two years, you may take the broker’s course and exam.
• Broker - may operate his or her own real estate company or brokerage, and manage sales associates.

What’s the difference between a real estate licensee and a Realtor®?
A real estate licensee (sales associate or broker) is someone who has taken the state’s licensing course and passed the state exam. A Realtor® is a licensed sales associate or broker who has chosen to become a member of the National Association of Realtors® (NAR) and by doing so, may use the trademark term “Realtor®” and the trademark logo “R” on their business cards and marketing materials. In choosing to be a Realtor®, the real estate professional voluntarily agrees to abide by a strict code of ethics that protects clients, the public and other real estate professionals. So, while all Realtors® are licensees, all licensees are NOT Realtors® - only those who choose to enhance their professionalism.

Interested—want to know more?
Go online to find your local Realtor® organizations.

Realtors® wear their Realtor® pin with pride.

© 2018 Florida Realtors®
7025 Augusta National Drive
Orlando, FL32822
floridarealtors.org
407.438.1400