

Real Estate is a Business Like No Other

The real estate sales and leasing is a business that is inherently different than most other sales professions. Generally speaking it is a much more complex business. Think about it for a moment. If you were selling copiers, computers, or medical equipment you would be focused on selling only the products that your own company sells. And with rare exception you'd be selling only this year's models, too. In the real estate business, however, you can sell or lease any property to anyone at anytime. And your inventory is not limited to "this year's model." In fact, you have to become an expert on the value of every property and every model that was ever built in your territory, regardless of the year in which it was built. And you have to tune-in to the nuances of the specific upgrades and improvements that have been made to each property, too.

In real estate you are not only selling your own inventory of listings but you're also selling the inventory of your competitors, too. As a comparison, imagine that you're working in a store that sells copiers. A customer walks in, you show them all the copiers that you have on display, and then you get in your car and drive the customer to all of your competitors' stores to show them the models that they have on display, too. But it doesn't really work this way now does it? But this is the way it works in the real estate business. Your competitors' products become your own products to sell. And this is what allows the footrace to begin...

When you know exactly what your client is looking for you have to continually be on the lookout for the moment when this property appears on the market. When you know what

your client wants you can't just put the property on backorder and call them when it arrives from the warehouse. You have to constantly be looking and looking and looking for it and then run to your client as quickly as possible when you find it.

As a real estate agent you have to become an expert at estimating value, too. Your territory is not like the New York Stock Exchange where at the end of every day the value of each and every property appears with absolute certainty on a big board. Value, on the other hand, is completely subjective. And you sometimes have to use your greatest charm and composure in persuading someone that their property is NOT worth 20% more than an almost identical property down the block that sold just three weeks earlier.

You become a master of personal presentation, an expert on forms and addenda (while not offering legal advice), a financial analyst (while still insisting that they discuss everything with their accountant), a part-time psychologist, and an expert in crisis prevention. In summary, you become the quintessential jack of all trades.

However, the payoff from becoming a true master in this business is HUGE! You can make great money, meet wonderful people, and as a Commercial Real Estate Agent, your income is directly related to your own hard work and determination. And the qualities that you assimilate as a person by working in this business enable you to handle just about anything else that pops up in your life.

It's a great business unlike any other one.