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# REAL ESTATE AGENT - BASICS



## INTRODUCTION

REAL ESTATE AGENTS ARE THE PEOPLE YOU DEAL WITH FACE TO FACE WHEN BUYING OR SELLING PROPERTY. THESE ARE THE PEOPLE ON THE FRONT LINES OF THE REAL ESTATE MARKET AND PERFORM SUCH TASKS (AMONGST OTHERS) AS SHOWING HOMES TO PERSPECTIVE BUYERS AND NEGOTIATING TRANSACTIONS ON BEHALF OF THEIR CLIENT. REAL ESTATE AGENTS OFTEN WORK ON A 100% COMMISSION BASIS, THEIR INCOME DEPENDENT UPON THEIR ABILITY TO FIND PROPERTY SUITABLE FOR THEIR CLIENTS AND CLOSING TRANSACTIONS.

INDEPENDENT REAL ESTATE AGENTS ARE A KEY SUCCESS FACTOR IN THE REAL ESTATE ECOSYSTEM BUSINESS MODEL GLOBALLY. IDEALLY, A REAL ESTATE DEVELOPER'S CORE BUSINESS IS FOCUSING ON QUALITY DEVELOPMENTS, IMPROVEMENTS IN LIFESTYLE & LIVING CONDITION AND CLIENT SERVICING, NOT MARKETING. GLOBALLY, IT'S BEEN PROVEN TIME AND TIME AGAIN THAT APPOINTING COMMISSION BASED AGENTS NETS BETTER RESULTS, CREATES EMPLOYMENT & VALUE FOR ECONOMY AND IS A STRUCTURED APPROACH FOR DEVELOPERS TO ADOPT. UPON SUCCESSFUL COMPLETION OF A MIN 2-WEEK TRAINING FOLLOWED BY PROJECT SPECIFIC KNOWLEDGE SHARING, THE SKY IS THE LIMIT FOR AN RCR.

**"YOUR FUTURE IS IN YOUR HAND"**

**THERE'S NEVER BEEN A BETTER OPPORTUNITY TO ENGAGE YOURSELF IN THE FANTASTIC WORLD OF REAL ESTATE.**

**TAKE YOUR FINANCES IN YOUR CONTROL, BE YOUR OWN BOSS, ENJOY YOUR LIFE.  
BECOME A CERTIFIED ROYALE REALTOR.**

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# STEP 1: GET EDUCATED. ARM YOURSELF WITH THE POWER OF KNOWLEDGE.

NO MATTER WHAT TRACK-RECORD OR CREDENTIALS YOU HAVE; EVERY DEVELOPER IS UNIQUE. UNDERSTANDING KEY SELLING POINTS & UNIQUE VALUE PROPOSITION OF EACH DEVELOP IS THE FIRST STEP IN UNDERSTANDING THE POTENTIALS OF EACH PROJECT. AS A ROYALE REALTOR, YOU DECIDE WHICH PROJECTS YOU CAN SELL, THE NETWORK YOU OPERATE WITHIN, YOUR REACH AND HENCE A EDUCATION DECISION IN PICKING WHICH PROJECTS ARE YOUR BEST BETS. M ROYALE ESTATES HAVE SPECIFIC TRAINING MODULES COVERED OVER A PERIOD OF 2-WEEKS. THE TRAINING SESSION IS FOLLOWED BY A TEST; PASSING OF WHICH ENTITLES YOU TO BECOMING A CERTIFIED ROYALE REALTOR. THERE WILL BE BI-WEEKLY DISCUSSIONS AND MEETINGS WHERE ADDITIONAL INFORMATION WILL BE SHARED FROM TIME TO TIME. THE ONLY KEY TO RETAINING YOUR CRR LICENSE AND HENCE THE INVALUABLE GUIDES THAT COME WITH IT IS TO ALWAYS ENSURE AT-LEAST 1 MRE PROJECT IN YOUR PORTFOLIO AT ALL TIMES.



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## STEP 2: SET YOUR OWN GOALS. BE REALISTIC.

AN INDEPENDENT CRR IS AS CLOSE AS YOU CAN GET TO BECOMING YOUR OWN BOSS. YOU DECIDE YOUR WORK-HOURS, TARGETS AND MOST IMPORTANTLY YOUR FINANCIALS.

IF BDT 500000 PER MONTH IS WHAT YOU AIM TO EARN A MONTH, PLAN YOUR EFFORTS ACCORDINGLY. IF BDT 250000 PER MONTH IS WHAT YOU AIM OR NEED TO EARN, AGAIN; PLAN YOUR EFFORTS ACCORDINGLY. YOU CAN CLEARLY SEE THAT WHILE AIMING HIGHER IS ONLY A MATTER OF CHOICE IN THIS CAREER; YOUR EARNING IS DIRECTLY PROPORTIONAL TO HOW HARD YOU WORK, THE TIME YOU GIVE IN EDUCATING YOURSELF AND MOST IMPORTANTLY BEING CONTENT AND REALISTIC ABOUT EFFORT VS EARNING.



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## STEP 3: BECOME A BRAND.

AN INDEPENDENT CRR WORKS WITH MULTIPLE PROJECTS & DEVELOPERS. IN ORDER TO ESTABLISH YOURSELF AT THE TOP OF THE LIST; BE READY TO MAKE SOUND DECISIONS REGARDING INVESTING ON MARKETING, MAY BE A FEW BANNERS OR EVEN A BILLBOARD FOR THAT MANNER TO BOOST YOUR SALES! WORK ON THE NUMBERS; SEE IF SPENDING X AMOUNT OUT OF YOUR OWN POCKET WILL HELP YOU EARN X TIME 4. YOU ARE YOUR BOSS, HENCE BE PROACTIVE.



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## STEP 4: BUILD YOUR OWN CLIENT/REFERRAL PORTFOLIO.

THE BEST WAY TO BUILD YOUR PORTFOLIO IS TWOFOLD: 1. START WITH YOUR EXISTING CONTACTS, PR & NETWORK. 2. LEVERAGE YOUR EXISTING NETWORK FOR REFERRALS, BUILD A DATABASE AND REPEAT. BIGGER YOUR NETWORK, HIGHER THE CHANCES OF CLOSING SALES. YOU MAY ALSO NETWORK WITH OTHER REALTORS BY WILLING TO SPLIT THE COMMISSION; THEREBY EXPONENTIALLY GROWING YOUR REACH. ALSO, ASKING YOUR FRIENDS AND FAMILY FOR REFERRALS OF PEOPLE WHO ARE CONSIDERING BUYING OR SELLING A HOME IS A GREAT WAY TO BEGIN NETWORKING. SOMEONE'S ALWAYS LOOKING FOR A NEW HOME, AND THAT REFERRAL MAY GET YOU STARTED IN YOUR NEW BUSINESS.



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BECOMING A CERTIFIED ROYALE REALTOR IS VERY SIMILAR TO STARTING A SMALL BUSINESS. EVEN THOUGH YOU'LL WORK WITH MULTIPLE DEVELOPERS, YOU NEED A PLAN AND SET YOUR OWN GOALS. DEVELOPERS HAVE MULTIPLE AGENTS, BUT AS A CERTIFIED ROYALE REALTOR YOU WANT TO STAND OUT AND BE THE BEST. TAKE EVERY STEP SERIOUSLY, AND YOU'LL HAVE YOUR FIRST DEAL IN AS LESS AS 2-3 MONTHS!

GOD BLESS!



## THANK YOU!

# MATTHEW DE FEDE

## CHOOSING THE RIGHT REALTOR DOES MAKE A DIFFERENCE

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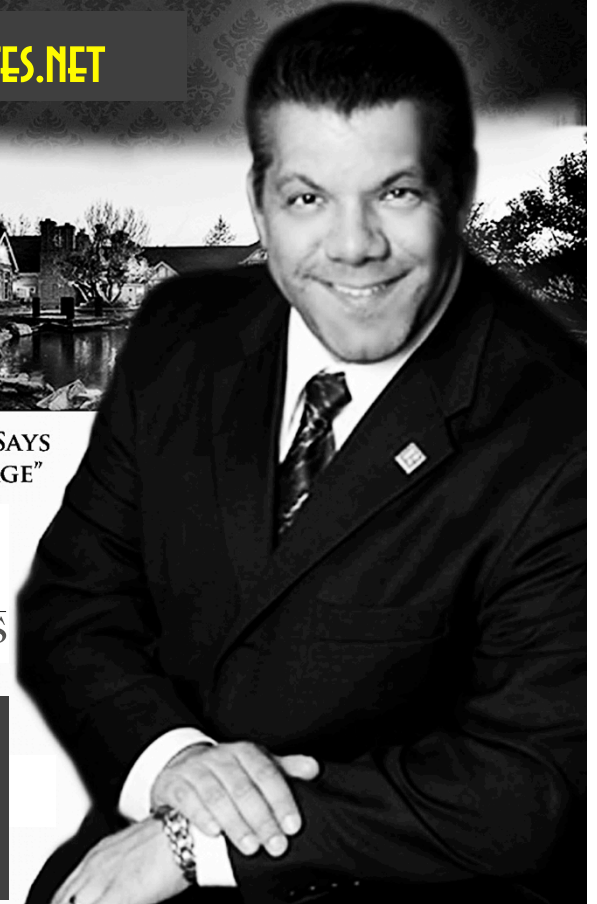


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