



Our Beginners' Guide

TO

BEING A REAL ESTATE AGENT





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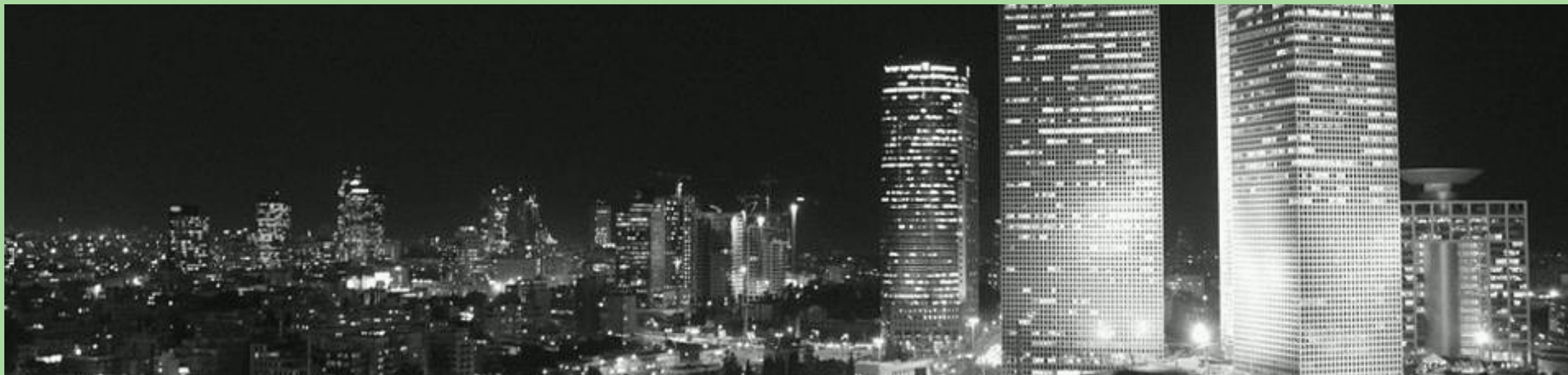
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# Introduction

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There are many different players in the residential real estate industry, and yet the real movers and shakers are the intermediaries, the people constantly moving between and communicating, they are the real estate agents and brokers.

The "Metavech - Mediator or Middleman, A.K.A the real estate agent is the real workhorse of the industry. He's a salesman, a buyer's advocate, an analyst, a consultant, a negotiator, a marketer, and occasionally performs the services of an appraiser. He does a little bit of everything, basically providing his client, be a seller or buyer, with an all-encompassing service that is real estate related in order to execute the deal, and for that my friends, he's paid a modest commission provided, of course, he closes the deal.

It's the type of job not fitted for everyone and as it is in any other business, it has its highs and lows, its pros and cons and it's no wonder so many agents cycle in and out of the industry. And yet the need and demand for a real estate agent remains high even in a slow and competitive market.

To those of you seeking to break into the field of real estate in Israel might find the way-to-do-business here a bit overwhelming; but don't be, in this e-Book we've compiled a list of our top real estate insights to grow your business and help you get off to a strong start.

Let's get started!





# Real estate as a professional business

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Being a professional real estate agent means devoting yourself to building a name and brand for yourself in the industry.

It's not a hobby, it's a professional business and should be treated as such.

It's about money, other people's money and for most, considered as one of life's biggest financial decisions; given that a lot of money is at stake, get careless as a real estate agent and you stand to lose a lot of it.

As an agent, whether a freelance or an independent business owner, it is up to you how you manage your business.

It is a business taking place in the professional world and has much effect on how your clients look at you and perceive your business.

Fail to satisfy a client, and you're basically telling him and everyone he knows that you're unreliable.





# Real estate as a professional business

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But the business goes far deeper than that.

As a real estate agent it is up to you to:

- gain knowledge
- take the time to speak with experts in the field and hear about their experience
- know important legal aspects and what it means to close a deal
- sharpen your negotiation skills
- constantly be ahead with your marketing tactics by taking classes and courses

An effective real estate agent keeps current and continues to educate himself on all matters relating his business. But all this comes after you've earned your real estate license.

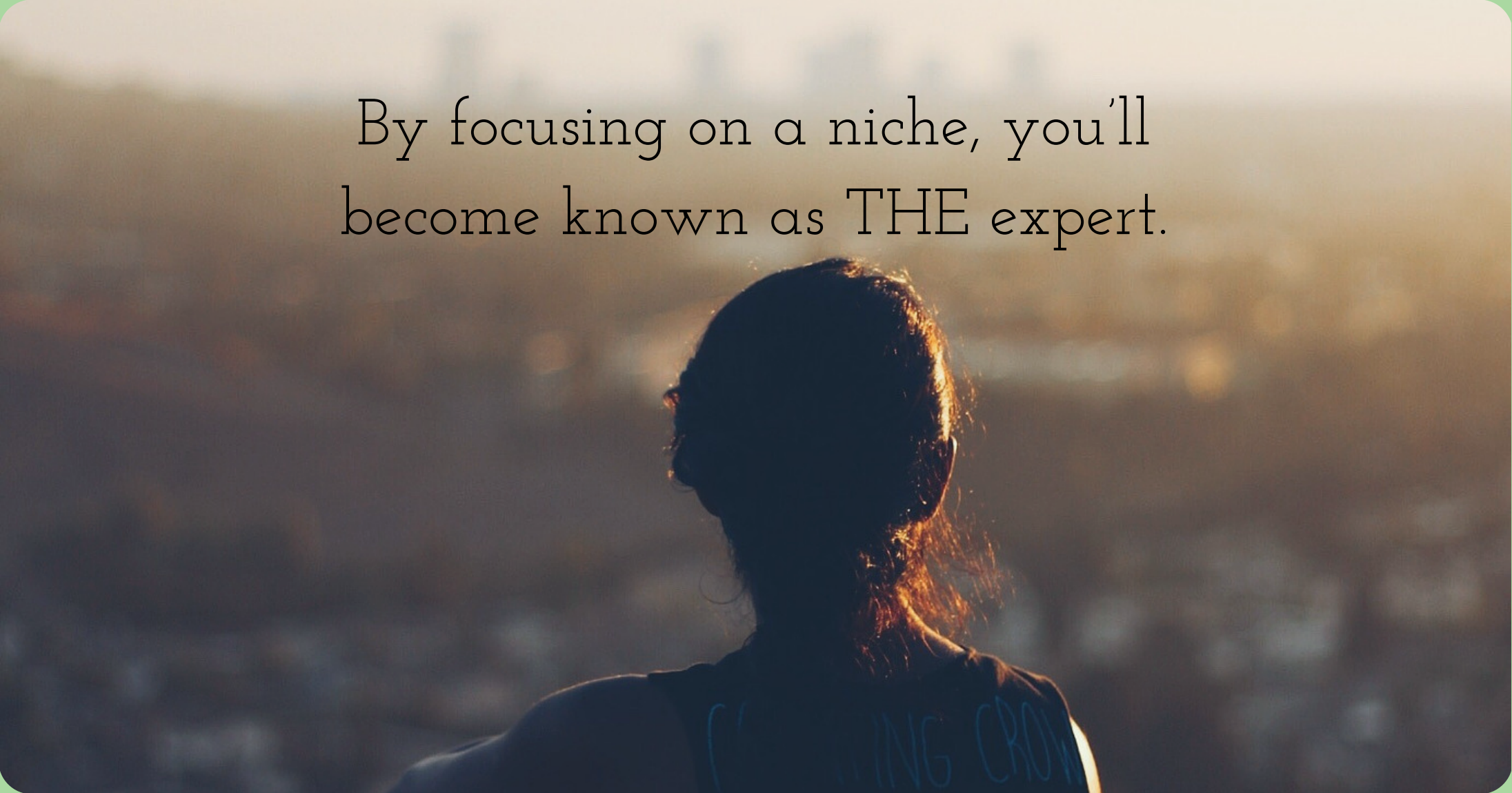
All real estate agents in Israel are required to pass a licensing exam and be registered by Israel's Realtors Registrar; and in order to obtain your license, you must first pass a real estate license exam in Hebrew, and there are no shortcuts.





# Find your market niche

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By focusing on a niche, you'll  
become known as THE expert.

No matter what business you're in, selling is hard.

As a real estate agent however, the challenges are even greater simply because repeat customers are few and far in between.

Homes, after all, are not designed to be replaced after a year, nor do they become obsolete.

People buy homes with the intention of staying put. In a perfect world, your clients won't need you again for a long time.

Truth be told, with Tel Aviv's soaring real estate prices and slow increase in new developments, this can often cause decrease in demand and with the rise of real estate agents and brokers in the city, competition can be fierce.

So how do you grow your business when demand for your services is limited?





# Find your market niche

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By standing out from the crowd and being focused on a niche.

Whether you decide to solely work with buyers, sellers or both, or be focused on a specific area in your market, you should master your niche in order to stand out from the rest.

By focusing on a niche, you'll become known as the expert.

Research and know everything there is to know about your specific niche; brand yourself as the 'go-to' agent when it comes to your niche and establish an online presence to attract the right audience.

It's also important to determine which areas you wish to focus on, as your location as an agent has an enormous effect on how you do your job and the closer you are to the ground, you're becoming a market expert in your local area.

Your knowledge on your market area will help prospects better understand the market and ultimately, tend to go to a local realtor whom lives and breathes their specific area of interest.





# Branding your business

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Work at developing a unique selling proposition and express it in a concise, memorable slogan.

Becoming a notable agent in your area isn't difficult, as long as you brand yourself creatively.

The truth is, most real estate brokers in Israel look and talk a like. To set yourself apart from other agents in your market, you need to be fresh, innovative and most importantly eye catching.

Just like the clothes you wear, how you communicate, the ideas you share, and the things you create, your footprint in the industry represents you regardless of what you think.

It is important you build your brand on your true strengths; meaning, you need to be focused on your likes, motivations and passions.





# Branding your business

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When you're passionate about what you do, clients see and feel this and are more drawn to you and your business and are 10x's likely to work with you and recommend you to their closest circle.

The key element to building your brand is defining your audience, which will ultimately be your business's focal point.

Your targeted audience is drawn to you because of who you are, what you represent and the type of service you provide.

The way you brand your business will pay back by the type of clientele your business attracts.

Focus is key, so make sure you define your brand with a focused niche to connect with those you aim to attract.

And most importantly, your brand should be the promise you make.





# Create a great real estate biography

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Your bio would also be a great place to offer memorable calls-to-actions

As real estate shifts toward online growth and mobile-friendly technology, your professional biography becomes a more prominent tool for generating clients.

It may be the first real interaction a prospect has with you and can greatly influence whether they decide to contact you.

## Key Takeaways:

- Show off your skills by pointing out your strengths
- Share reasons as to why you chose to get into real estate
- Express how much you cherish the work you do
- How you believe you have the ability to support your clients' needs





# Create a great real estate biography

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Once you're set on a niche, talk about your main areas of work and write about what you're focused on which can result in more online search success.

Use details to show your knowledge about the area and say why you love it.

Your bio is also a great place to provide contact details for prospective clients to contact you.

it would also be a great place to offer memorable calls-to-actions like, “Ready to get started on your search today?” prompt a response for clients to engage with you.



# Leads and listings

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In other words, you're playing the role of a matchmaker - connecting people to the right property.



Being successful in real estate begins and ends with leads. People who are interested in your services should know about you and your business.

Once you've been contacted by a lead, your job is to turn him from a prospect to a client by helping him market his home to a potential buyer or secure the home he'd like to rent or purchase.

In other words, you're playing the role of a matchmaker, connecting people to the right property.

Keep in mind that it's not the property you're selling, but rather your expertise.





# Leads and listings

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Prospects will come to you for your knowledge on the market, your understanding of market trends and behavior, any great deals out there (if any), your client base and your talent for marketing their property to the right buyer audience.

The foundation of any successful real estate business, revolves around both leads and listings; if you generate enough listings, you generate more leads which eventually leads to generating leverage.

But you can't have one without the other and it's difficult to say which is more important, leads or listings.

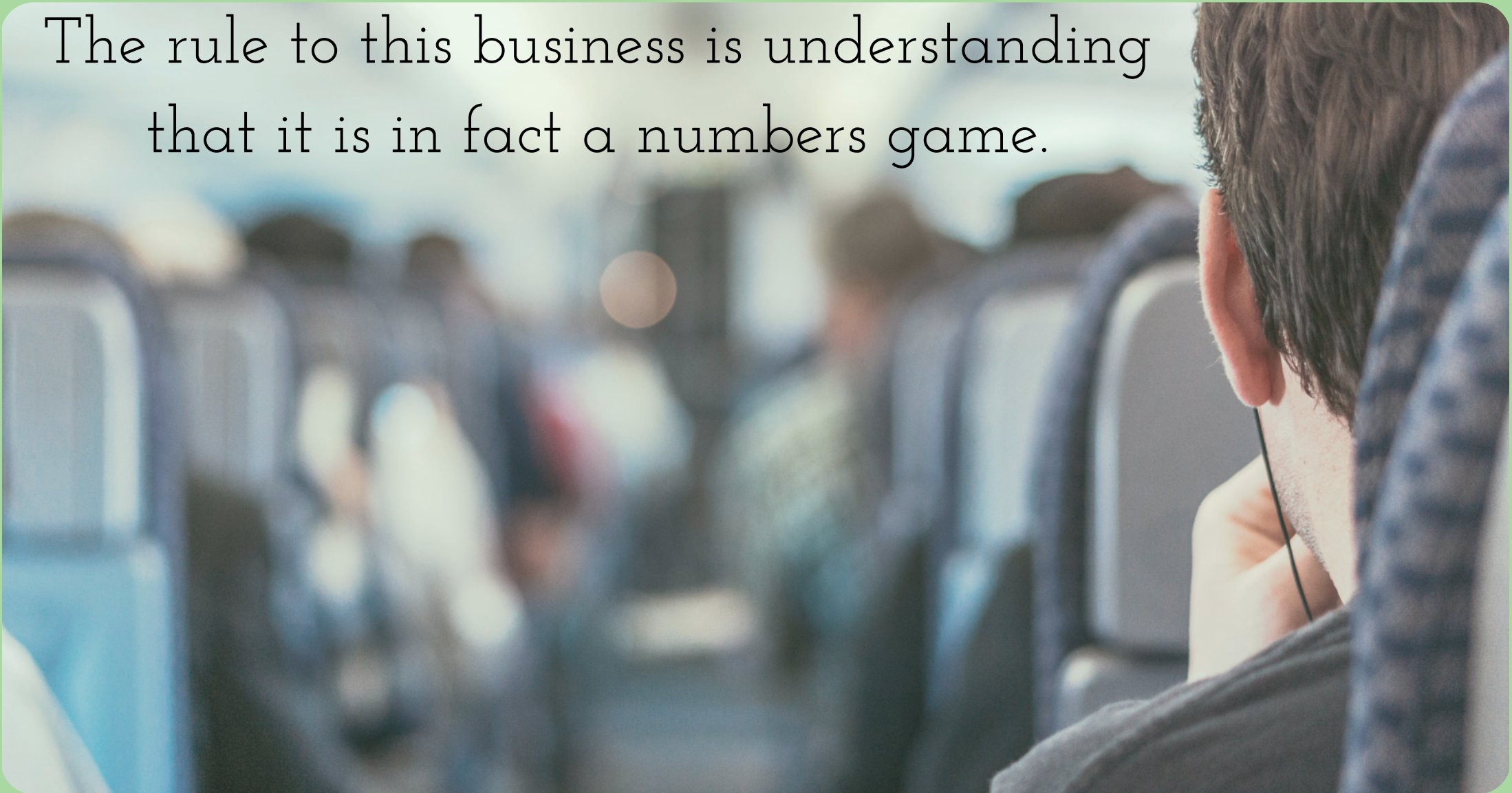
Regardless to whom you focus to attract, it's crucial to keep a close eye on both and in a market like Tel Aviv where competition is high, the best path to success is be adaptable and willing to work with both sellers and buyers.



# Quality over quantity

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The rule to this business is understanding that it is in fact a numbers game.



The Million Dollar question.

The road to success in the field of real estate is mastering the balance between the amount of clients and listings you have at any given time to focusing your time and efforts towards top quality clients and listings.

This is no easy task, and you can never really know for sure which one is the better option.

However, the rule to this business is understanding that it is in fact a numbers game; the more listings you have, the wider your exposure, leads come pouring in and the higher your chances are of closing a deal.

This would be your ideal scenario in a perfect world.





# Quality over quantity

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But, in our line of business things don't always go according to plan and you may well in fact find yourself putting in a lot of time and effort on a client or listing that unfortunately, in the end, does not lead to a closing.

As a real estate agent, it's very easy to get lost with the amount of work and sometimes, we find ourselves adding even more work to our daily routine by losing focus and expanding beyond our niche simply to close a deal.

Time is your most valuable asset, and time management is a skill that you simply must master.

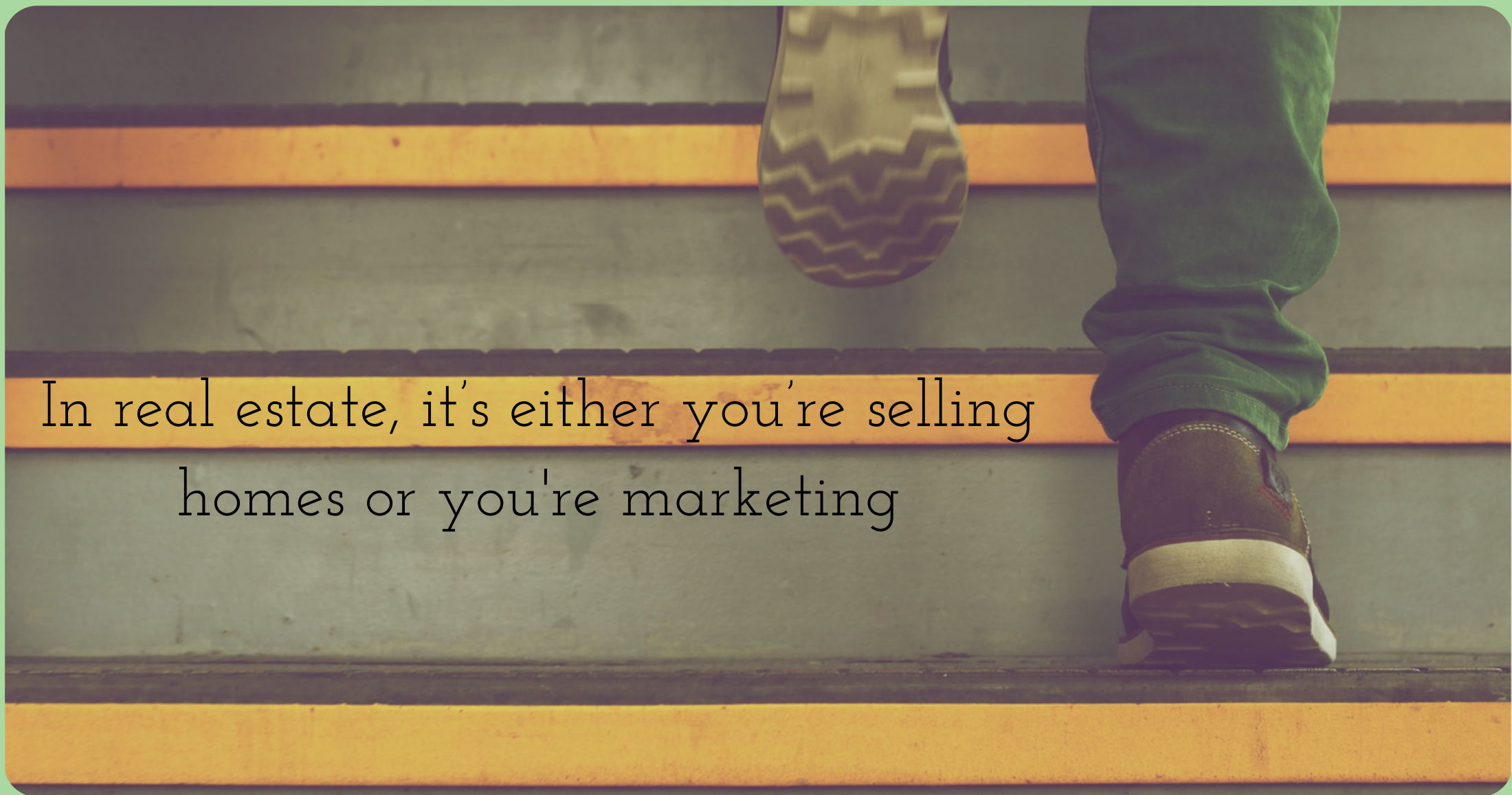
Even in a slow market, don't be afraid to lose business by choosing to stay focused. Shifting away from your niche to generate more potential, can often cause the opposite effect. By keeping focused, not only are you establishing yourself as an expert, you are also managing your efforts wisely.

Remember, quantity is good but quality is better.



# Your marketing efforts

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The Holy Grail to your success.

In today's digital world, businesses have to evolve and react faster than ever before and your marketing efforts are top priority and there are no shortcuts.

**92%** of prospects use the internet to house hunt. FACT!

This strongly indicates a need for an established online presence, and your website is the face and looks of your business in the digital world.

Therefore, a big part of your marketing efforts should go towards your website.





# Your marketing efforts

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Real estate, apart from being a location based business, is very much about visual appeal and given that people still judge by appearance, the layout of your website, graphics and especially your photography, should be given special attention on your site.

In real estate, it's either you're selling homes or you're marketing, and given that **80%** of the job revolves around marketing, be it your brand or your listings, your marketing efforts should be top priority.

Be it a fresh, new listing you have exclusively, or a new blog post, in order to spark up interest and generate leads, you'd need to keep it all looking visually appealing and coherent.

Content is king and leads love content.

Although this saying is true, the way your content is displayed and written is as important in conveying a strong message of who you are and the type of service you provide.

This means you'll need to produce a lot of material on your blog to get your audience engaged and returning to your website, which can be time consuming, no doubt, but very powerful when creating a professional image.



# Your marketing efforts

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But not all content must go through and be generated by your blog or website.

Using social media platforms to share useful information on your market or area of work through other blogs or news relevant to your line of business or niche, is a great way of producing content to keep your audience engaged.

## Key Takeaways:

- Manage your website regularly
- Utilize online ads
- Spark up interest on social media platforms
- Run a blog

By being consistent with your marketing efforts you're creating a strong online presence for your business, which in the end leads to success.





# Don't be afraid to self-promote

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Building relationships is your bread and butter and to better understand how to maximize your relationships as an agent, you should start by asking yourself some key questions like: who do I know, and who knows me?

The greater your sphere of influence, the more of a magnet you become for prospects—and the better your chances are of turning them into clients.

Don't have a big sphere of influence?

Do not worry, as this is the perfect time to go ahead and build your database and list of contacts.



# Don't be afraid to self-promote

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Remember, everyone you meet is a prospect, and people appreciate enthusiasm and are inclined to give new people a chance.

Someone always knows someone who knows someone that just happens to be in the need of your service, and being in Tel Aviv, there's always someone out there house hunting.

Self-promoting, whether online or offline is an important part of your business and marketing strategy; don't be afraid to share your knowledge, experience, thoughts, passions, likes and dislikes about your job.

Be real and be yourself as people tend to lean towards brands they trust that offer resources.





# Content for turning leads into clients

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The secret is lead nurturing

We've discussed the importance of creating content for generating new leads, and yet content, really, is THE most important aspect of your marketing strategy.

One of the hardest parts of the real estate business is converting leads into clients.

With long sales cycles and complex decision-makings, the process can often lead to where a once-hot lead can fall out of your funnel or where you've wasted time and energy on a lead that just did not convert.

The secret is lead nurturing.



# Content for turning leads into clients

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Bear in mind that if you're focused on international clientele, then you need to literally guide them through every step of the way as the way to do business here in Israel is very different to what they're accustomed to.

Easy to read and follow steps to selling or purchasing a home in Israel, explaining legal aspects of a sale, insights on tax regulations and closing costs, and pretty much every important detail a client would need in order to feel confident about a real estate transaction in Israel.

The more you provide them with useful and relevant information, the more likely they are to trust you and do business with you.

Content goes far beyond writing a pretty description for your hot new listing, or showcasing the amazing décor on your new apartment with professional images; whilst that's all nice and dandy (and important no doubt), when you have a buyer that is eager to buy one of your pretty listings, but has no idea on what purchasing an apartment in Israel involves and finds it all very confusing, this is precisely when your content marketing efforts come to light.

It's the "tachles", your true value as a local realtor to show off your knowledge and expertise of what closing a sale is all about.





# Content for turning leads into clients

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Whilst having a nice inventory on display is great, using valuable content to nurture your leads with is paramount.

Leads begin their search online by gathering as much information on their preferred area; they want to know about real estate prices and trends, different property types and if they're new to the process – informative guides and insights will go a long way.

Arming your lead with lists, tips, statistics, research, and reports about your market area will build trust in your brand and expertise, and the more free-factual information you have on your blog or website, the more inclined your lead is to contact you.



# Measure, analyze, and evaluate

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As a real estate agent, you should constantly be examining and measuring your performance

No matter how hard you work, if you don't keep track and measure your performance, you won't know whether your labor is yielding results.

This is not just a fact for real estate, but a fact for life.

As a real estate agent, you should constantly be examining and measuring your performance and you can do this in a number of ways.

Begin by setting daily goals and make to-do lists at the beginning of each day.

At the end of each day, determine what you accomplished and whether you got enough done.

If not, ask yourself why might that be?





# Measure, analyze, and evaluate

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## Key Takeaways:

- Consider keeping a daily journal to record your impressions of that day's work.
- Keep count of how many prospects you talked to and how those conversations went.
- Mark each prospect in a different color for follow up and make sure you do, in fact, follow up with them.

You can also learn a lot about your performance by taking a long view on your prospects and clients.

If you're looking at attracting a specific audience, then ask yourself if you are in fact attracting your desired clientelle.

Keep record from beginning to end and figure out what your pipeline looks like.

Understand which parts of your sales strategy are working better than others, and determine at which particular stage you tend to lose prospects.



# Measure, analyze, and evaluate

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At the end of each month you should crunch all the numbers to see the results your work is really getting you.

Check your leads to listings ratio and see whether you're in line with your goals.

If lots of new leads are coming in, but you're not making merely enough sales, then you'd might want to consider changing your approach.

Perhaps, you may be better off devoting more time to fewer clients.

Ask yourself how many closings you need in order to make a living and compare your stats to that number and set goals accordingly.

Self-evaluation is an important habit to embrace in any aspect of life; and if you're really committed to being a successful real estate agent, then actively question what works best, strengthen weak skills, change your sales approach and pretty soon, you'll be seeing results.





# Conclusion

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When it comes to being a professional real estate agent, your success comes down to building a name and brand for yourself in the industry, learning and gaining knowledge, testing, trying new things and constantly being ahead with your marketing tactics.

What works for some may not work for others and by testing for yourself and seeing what works for your specific audience, you'll be able to evaluate your performance and push forward your success.

Whilst it's true that each market has its' own rhythm and rules, that's not to say that even in a slow market, there's so much you can do in and around your business to spark up interest, attract new leads and keep that steady flow of work come in.





# Conclusion

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Remember when you're not selling homes, you're marketing, so make sure to play around with your marketing channels, rewrite some of your current content, visit other blogs and subscribe to other email newsletters to keep up with the inspiration.

Whether it be sellers, buyers or renters, the vast majority of your leads come from your online marketing efforts, and lead nurturing has been proven to help increase conversions and hit goals that we, realtors, are always striving for.

So make sure that on top of the amazing listings you have, you're arming your leads with lists, tips, statistics, research, and reports about your market area.





# Personal Note

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I've put a lot of effort into the writing of this eBook in the hope of giving you a tremendous amount of value.

If you have any questions for me, please feel free to drop me a line at: [joanna@sucasatlv.com](mailto:joanna@sucasatlv.com) and I'll do my best to answer them for you.

Thank you for downloading this eBook and I truly hope you found useful insights to apply towards your own business success and daily work routine.

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