

Helpful Websites

www.iowarealtors.com - Iowa Assoc. of REALTORS®
www.realtor.org - National Assoc. of REALTORS®
www.state.ia.us/irec - Iowa Real Estate Commission
www.sos.state.ia.us/business - Iowa Secretary of State
www.iowa.gov - State of Iowa Resources

Advice from current REALTORS®

1. When you first start out. Get in touch with everyone you know (your sphere of influence) and let them know that you are in the business, and you would appreciate any help you can get. Be sure to ask for referrals.
2. Save your money. I guess this applies to all independent contractors, but this is one I wish I had taken more seriously my first year. Once you get behind on taxes, it's hard to get back on top of it.
3. If you can, join a team or become an assistant. Not to say that you can't go out on your own when you're ready, but a team is a great way to learn a lot about the business quickly.
4. Take as much education as you can get in your 1st year. This should include, but not be limited to your board classes. There's tons of help out there for you to get started, you just need to look.
5. Get a coach/mentor. A good real estate coach, whether professional or just someone in your office is key to success in real estate. You will really need someone to hold you accountable, and encourage you. My coach is worth every penny I pay her.

REALTOR® STATISTICS

- ⇒ Real Estate experience of REALTORS® (median): 10 years
- ⇒ REALTORS® by gender in Iowa:
Male - 43%;
Female - 57%
- ⇒ Formal education of REALTORS® Nationally:
Some college/associate degree: 32%;
Associate degree: 11%
Bachelor's degree: 29%;
High school graduate: 9%;
Graduate degree and above: 11%;
Some graduate school: 8%
- ⇒ Generally:
20% of the Agents do 80% of the business
- ⇒ Passage Rate:
IAR Instructor - 80-85% pass test 1st time
- ⇒ Turnover (2010 Statistics):
Just over 600 enter and just over 800 leave the profession each year.



Could you sell
this house?

Iowa Association of REALTORS®

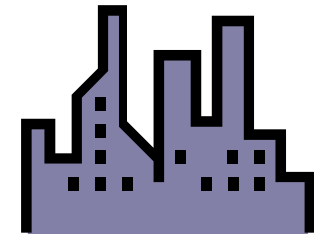
1370 NW 114th St, Suite 100
Clive, IA 50325
www.iowarealtors.com

Phone: 515-453-1064 or 800-532-1515
Fax: 515-453-1070 or 800-874-2002

Iowa Association of REALTORS®

WHAT TO EXPECT WHEN BECOMING A REALTOR®

A Glimpse into the Real Estate Profession in Iowa



Courtesy of the Young REALTORS® Group
www.IowaYoungRealtors.com

Things to Think About Before Getting Into Real Estate

Can I live my first 4-8 months with the potential of not receiving any income?

Do I have a personality which can handle this business?

Have I talked with current licensees?

Do I have realistic expectations on how much money I can make?

What are the average real estate expenses?

Pre-license costs, Exam cost, Advertising, Board fees/dues, Lockbox charges, Website maintenance
Vehicle costs (insurance, wear and tear, maintenance), Health Insurance (self and family), Errors and Omission insurance, Continuing education, Other (gifts, Misc. supplies, signs, promotion, ads)

What does it mean to be an independent contractor?

Can I handle the health and happiness factors?

What are the hours involved as a typical real estate agent?

How much time can you expect to devote to this profession?

Are you good at time management?

Can you manage a personal life and stay in the real estate business?

How do you deal with others?

Examples: Attorneys, Inspectors, Abstractors,
Difficult/unrealistic/Seller's,
Difficult/unrealistic/Buyer's

How do you find a good broker/brokerage to work for?

Who are your competitors – Intra-office competitors?

How do you handle disappointment – acquaintances who do not work/list with you?

Are you willing to work when others (public) are not?

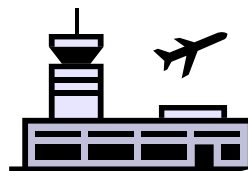
2011 COSTS TO BEGIN REAL ESTATE SALES

These are approximate and subject to change

Real Estate pre-license education	\$ 445.00 - 935.00
Background Checks	52.25
Iowa license exam	90.00
Iowa licensing fee (Sales person)	125.00
Errors & Omissions insurance	142.00
One time initiation fee for local board	25.00 - 500.00
Keycard Issuance fee	0 - 75.00
Annual Key lease fee (if applicable)	0 - 204.00
Annual key Insurance (optional)	25.00
Lockbox	<u>96.00</u>
Sub-Total	\$ 1000.25 - 2244.25

State Application Fee (New Member)	100.00
Local Board dues	25.00 - 200.00
State Association dues	110.00
Assessment (ads)	+10.00
Assessment (issues mob.)	20.00
National Association dues	80.00
NAR Assessment	<u>35.00</u>
Dues Total	\$ 380.00 - 555.00

TOTAL COSTS FOR NEW CAREER \$ 1380.25 - 2799.25



ARE YOU READY TO TAKE OFF ON A NEW CAREER PATH?

What Buyers Want From Real Estate Professionals

- Help finding the right house to purchase** - 57%
- Help with price negotiations** - 11%
- Help with paperwork** - 11%
- Telling them what comparable homes are selling for** - 10%
- Telling how much the buyer could afford** - 7%
- Help finding and arranging financing** - 4%

Buyer & Seller Statistics

- Active Home Search:**
Weeks (median) - 12;
Homes seen (median) - 15
- Method of Home Purchase:**
Agent/Broker - 75%;
Builder - 14%;
Direct from previous owner - 9%
- Definitely would use same agent again:** 65%
- Actions taken as result of using internet site:**
Drove by/viewed a home - 21%;
Walked through a home viewed online - 45%;
Found agent used to search/buy home - 29%