

**The First**

**24**

**Months**

**How to Succeed as a  
Real Estate Broker  
By Natalie Danielson**



PROFESSIONAL *Direction* INC

**[www.CLOCKHOURS.com](http://www.CLOCKHOURS.com)**



***Please Read this First! Thanks!***



## **Clockhours by EMail**

You will be provided with a booklet of with the class material here in a pdf format. It is a THREE CLOCKHOUR CLASS.

**READ** the course material has been divided up into sections. In Washington State a “clock hour” is 50 minutes. There are questions about each section. They can be answered while reading the material, at the end of the section, or after you have read the material.

**Answer** the questions on the quiz sheet. If you have any questions regarding the material or the questions, don’t hesitate to email Natalie Danielson. [clockhours@gmail.com](mailto:clockhours@gmail.com)

**EMail** Quiz and Evaluation to Professional Direction. [Clockhours@gmail.com](mailto:Clockhours@gmail.com)

**Certificate** will be mailed usually within a day of receipt of the quizzes and evaluation.

Disclaimer.. the course materials and questions are not to be used for legal advice. Information can change over time. Real estate transactions are handled different ways in different regions in the State of Washington. If you have any comments or concerns about the material contact Professional Direction.

Thanks!

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# The First 24 Months

## Curriculum

Session Hours	Major Topics	Method of Presentation	Assignment
1 1/2 hour	Introduction  The dessert seems dry as a bone  Positive Trends	Lecture  Discussion	Take Notes  Answer quiz
2 2 hours	<ol style="list-style-type: none"> <li>1. Ode to Joy</li> <li>2. Yikes! How will I Make Money?</li> <li>3. Where are the prospects?</li> <li>4. Creating your sphere</li> <li>5. Who are you?</li> <li>6. Start connecting</li> <li>7. Put your credit card back in your wallet</li> <li>8. New Prospects are Everywhere</li> <li>9. Fishing for prospects</li> <li>10. Taken Connections from Online to Offline</li> <li>11. Contracts Agency Disclosure</li> <li>12. Water is the Enemy</li> <li>13. Power Partners</li> <li>14. Do you look good in an orange Jumpsuit</li> <li>15. Lots of hands</li> <li>16. It's hot and dry in the desert</li> <li>17. Never hesitate to ask your broker</li> <li>18. Believe in yourself. Stay Strong</li> <li>19. OMG It has been two years! Time to renew</li> </ol>	Lecture  Discussion	Take Notes
3 1/2 hour	How are you going to step forward and get that momentum going? Take quiz.	Lecture  Discussion	Take Notes  Answer quiz

# “Ode to Joy”

## YOU are a Real Estate Broker!

You are going to make a difference in the lives of so many people as a real estate broker. OH... I can hear Beethoven's music, “Ode to Joy, playing now!

This was a huge step to basically open your own business and take complete responsibility for your income. You have no idea where your next dollar will come from, but you will have to go find it. When you took the leap, studied for the test, and joined a firm, you probably heard many promises and all kinds of success stories. You might have the idea that you will get referrals to buyer and sellers. It might feel like teamwork when you are in a real estate office. But, within days, you will realize that you are self employed working under the name of a firm. Yes, your success is important to the real estate firm, but you are still on your own within the crowd.

It might seem like everyone around you is after the same leads. It might seem like all the other agents are busy as can be ... buzzing around the office. The reality is that every real estate broker is just like YOU. They are all looking for business. You might have more business than some agents that appear to be “busy.”

Most real estate brokers quit within the first two years. The statistic from the National Association of REALTORS that floats around for decades, estimates that 87% of the agents are gone within 5 years.

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### *There is NO magic.*

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The manager of the office you choose interviewed you looking for certain qualities. Like any job interview, management is striving to hire the most talented and potentially successful person. The cost to the firm to hire another real estate agent, is not comparable to an employee in sales at a company. Real estate agents are typically independent contractors. A real estate firm is not committed to a monthly salary, bonus', or benefits like health insurance. Real estate firms have a tendency to hire almost anyone that walks through the door.

A real estate broker is not a typical salesperson. As a broker, you do not own the inventory, have little control over the inventory, and you don't price the inventory. The real estate broker is the person that puts the transaction together and helps get it through the closing process.

A real estate broker helps to make the buyer's and seller's dreams come true. Real estate is often the largest single purchase a person will ever make. Most of them will keep the memory of your hard work to help them buy or sell a home. Over time, you may receive referrals to their friends and family. In the future, your past client may also hire you again for their next move.

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### *A real estate career can be so rewarding!*

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You will build relationships with people in your community and build a business that will give you freedom and the possibility of income not always available in other careers.

# Yikes!

## How Will I Make Money?

You chose a career with no income guarantee and very little training for the promise of income potential. It was an extremely courageous move that just could pay off for your future. Your income is completely up to the decisions that you make. Your business success depends on the direction that YOU take it.

There is NO SECRET to success in the real estate industry. Promises for success are found everywhere from management to speakers to people selling every kind of magic potion. Your career is totally dependent on the number of people that you interact with so that they choose you when they think of buying or selling real estate.

The opportunity to create a successful business is right in front of you. What is so awesome about a real estate career is that you create a daily job doing what you want to do on your terms.

You set your boundaries.

You use the talents that you have.

You work at your pace.

You have no “boss” in the traditional sense.

You have complete freedom to create your own business.

This can translate into success when you list and sell or lease real estate. But, it is not “easy.” The general public has the perception that the life of a real estate broker is so easy and the commissions so high!

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***You only make money when you broker a transaction.***

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The bottom line is that you must connect with people constantly in order to find prospects to buy and sell real estate. Those prospects will primarily be within your sphere. Your business will originate from people that you know that know people that then know you. Those people need to CHOOSE YOU. You can't grab them and get business!

If you want to make money, then figure out a way to connect with people today. And after connecting, have a plan to connect in the future. Many times, the people in your sphere have a memory like a goldfish and won't remember you sell real estate. You need to keep in front of them so they CHOOSE YOU!

It is better to ask people about what they are up to than to talk about the real estate market. It can be easier to have a conversation when someone when you tell a short story about a real estate issue than to talk about the market. Real estate brokers often blurt out, “I am a broker and can list your house.”

Most brokers plateau around 5 to 7 years. At that point, many brokers are reluctant to try new ways to build their business and they aren't marketing as they used to when they started. So, this is the time you need to get to work.

The goal is to create a business that builds with referrals over time. Far and away the majority of successful agents in business over 5 years work with referrals almost exclusively.

It is not easy to be a real estate agent and build a business, but the rewards are worth it ... only if you really have a passion for the business!

# Where are the Prospects?

## Everyone You Know is a Potential.

Everyone that you know and everyone that knows you is considered your “sphere.” You are connected to everyone in your sphere in a handful of ways. Think about the different aspects of your life. You share a variety of interests and connections with your sphere. For example, most of the people you have in your world came from:

- Family including all your relatives,
- Work affiliates from your past employment
- Church, book club, athletic club, artists groups, etc
- Neighbors including parents of friends of your kids
- Friends who share interests include other parents, others that love sports, friends that travel, etc.
- Friends that are alumni from college or high school.

If you were to draw a spider with legs, most all the people in your sphere would connect to the body with one of the legs labeled from the group above. A spider has 8 legs. The people in your world come to you from one of 8 groups.

Robin Dunbar, a British anthropologist, did a study years ago on primates to determine how many they socialize with. Then taking that information along with the size of their brains, he figured that humans socialize with an average of 180-220 people. About a dozen years ago he studied the Christmas cards that people in England sent out. Those in the study sent out an average of 153.5 cards.

Facebook connects more people around the world than a person can even imagine in his head. Studies have shown that the average Facebook user has about 150 friends.

There are people that have more or less than these numbers, but a good sphere for real estate brokers should be a minimum of 150-200 people. These are people that you mutually know the first name of each other.

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***Any life changing event in your life is usually shared in some way with over 150 people in your life.***

***Think of marriage or birth of a child or even... death.***

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“Hey, I’m a real estate broker. Do you want to buy or sell a home?” This kind of statement is also not a good pick up line when looking for a date either! Saying it out loud in a pub, “I’m single. Want to buy me dinner?” This could cause people to avoid you when they see you coming or you attract the wrong type.

Here’s the thing... You now know what the industry is like “behind the scenes.” You can tell everyone that now with this knowledge, they are better off working with someone that they trust!

You want prospects to CHOOSE YOU and not be the one chasing them. You need to care more about them than they know about your business.

# Creating your Sphere

## Rounding up their Contact Information

Absolutely THE most important activity you can do as a new broker is to work on a database of your sphere.

Recently, I chatted with several new brokers who were licensed for about a year. None of them had a decent database. But, here's something to remember... few experienced brokers have a really good working database of their sphere. This is often the "make it or break it" dividing line. With about 70% of the new agents leaving the business in the first few years, this is one thing you can do to create a real estate business. Start now. Work on that list every day.

Do not go out and buy any expensive program or CRM (Contact Relationship Manager). There are articles and sales promotions to try a CRM that will help you keep track of your sphere and your time. They can cost you a minimum of \$50 a month. That translates to over \$500 a year. It is a serious investment. It does NOT bring you leads or future income. It is like paying for expensive colored file folders for a file cabinet. Only when you have an *extra* \$500 do you consider spending money for something you can do free. Don't fall for programs that are *free* for the first month. Ask lots of questions before using a corporate CRM. If you work with a team, make sure you "own" your contact list.

Use a simple program such as Excel or Google docs. You have access to free programs. Collect the names, addresses, phone numbers and email of everyone that you know. You will not have all the info you need right away. You have a calendar on your mobile phone so you can create your own notifications to call 3 of the people in your sphere daily, for example. You don't need an app to tell you to do this!

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***Your database is as important as your car!***

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You may want to add a column that indicates how you know the person. For example, add an "F" for a family member, "C" for someone you know from church, "N" for a neighbor. You need to start with a minimum of 25 names and get over 100 in the next 60-90 days working towards your 150-200 as a goal. You are shooting for people that know your name and you know them.

Think of family and close friends. Add your doctors and insurance agents. Consider people you know from clubs, neighbors, and past colleagues. You will be able to get many names from your Facebook friends.

If you don't have the address or the email, you can work on getting that information, but add the name to the list. One way to get emails is to send out a postcard with a photo... the first 20 to email back with the location get a "gift." You just got their email!

Your contact database will feed you for the rest of your career. Your car is running on empty if you don't have gas in your tank. Your business is in the same position. That database is like gas in your car fueling your move forward.

You need that list! It is gold.

# Who are you?

## Why Would Someone Choose to Work with YOU?

Know thyself! The most important thing you should know is what type of talent you bring to the table. You should know why someone would choose to work with you? Each one of us is totally unique. There is no magic set of qualifications that is required in order to be a successful agent.

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*There is no shortage of real estate brokers in Washington State!*

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There are over 40,000 real estate licensed brokers and managing brokers in Washington in 2018. Add to that the approximate 8600 brokers that are inactive. Almost 10,000 people took the licensing exam in 2017. Only about 6000 got their first license. In 2018, over 7000 took the exam and 8600 were licensed. There is no shortage of real estate brokers.

Why would a prospect choose an agent to work with? Why would they choose you? You have competition. What do you have to offer to your prospects? There are brokers that are very successful. There are large teams inside offices. There are brokers that just wait for the phone to ring. There are brokers that spend gobs of money on advertising and branding. There are young brokers who embrace all kinds of technology. There are brokers that are well known in your community. And, there are many “loser” brokers.

Thousands and thousands of people enter this industry. Some say that when you are in a group of real estate brokers, about one third are new, one third are on their way out, and one third will stick around. What makes a person stay in the business is not necessarily their income. The qualities that make up a “good” broker vary, and it is difficult to put successful agents in one category.

Look around your real estate office. Step back and think about what qualities you think the top brokers have that contributes to their success. We really don't know what their own spirit contributes to their success. From the outside, it is sometimes clear why they are attracting business.

What you do need to know is what YOU bring to the table. What great positive characteristics that you possess that will contribute to your own success. It is so easy to find attributes that negatively affect your personality or the way you do business. Look in the mirror and find the good personality traits you have.

You need to “own” those characteristics. You have just as much going for you when you meet with a buyer or a potential seller as any experienced real estate broker! Don't be intimidated by other brokers. Know what sets you apart and tell the potential client!

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*You have has much going for you when you meet with a potential client*

*as any other experienced real estate broker.*

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Sometimes, newer broker try to be like other brokers. Trying to change to meet another standard or to be someone you are NOT is not an effective way to grow. It is more effective to understand what qualities that you have that you can improve upon and use effectively.

- What do you admire about the real estate brokers that you work with?
- What do you question about other real estate brokers?
- What characteristic or trait do you think you need that you don't have?

List 5 things that you think make you an awesome real estate broker. You need to be confident about these attributes. Avoid cliché type words like "professional."

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Then, you need to let every prospect how these attributes will contribute to their successful real estate transaction. How will you make a difference in their transaction.

# Start Connecting

## People Need to Hear from You!

Look at that list of names you have on your database. Whatever number of names that you collected is ok to use for a starting point. Start now! Connect!

You need to connect with every one of the people in your sphere on a regular basis. This is the key to your success in this real estate business. Your connections must be consistent. They also cannot be a robot. An automated call or a bot replying to a question on a website is not a real connection because that is not mutual, and it is not about the other person.

Making consistent connections with people that you know is a powerful way to build your business. You are not selling anything. You are connecting and learning about each of them. What can you do for each of them?

We are not in a sales situation where we have a pizza to sell and people either buy the pizza or not. We don't have a product! We are in a service industry. We are here to help others realize their dreams.

People move on the average every 5-7 years. Some people never move, but they have children that are buying their first home or a parent that needs to relocate.

The Pareto Principle is commonly referred to as the "80/20 Rule." In this industry it applies to just about everything. Twenty percent of your carpet gets 80% of the wear, for example.

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***20% of the people that you know have a real estate question you can answer!***

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Look at that list of your sphere. Vilfredo Pareto did a study on the peas growing in his garden. He found that 20% of the pea pods produced 80% of the peas. He is credited with the Pareto Principle which is more commonly known as the 80/20 Rule. For example, 20% of your carpet gets 80% of the wear. Of all the people you know about 20% are potential prospects. Know that 20% of your friends and family need you. Of the people in your sphere, 20% will be responsible for 80% of the referrals from your sphere. Right now, they are thinking about real estate. They might consider moving up, out, or in!

The more you learn about everyone in your world... in your sphere... the more that they will connect with you. Genuinely get to know your friends! Make a note of one aspect of their lives in your database. For example, ask a few similar questions about their families, sports or a hobby. This will also help you remember them!

You are not a salesperson. A transaction is brokered, and the agent performs a service. Real estate is not like a retail product like a pizza for sale. People either buy the pizza or not. In real estate, we don't even have a product. We are in a service industry. We are here to help others realize their dreams or help them with financial decisions regarding real estate.

If your friends and family don't work with you, they quite possibly might get some other "loser" or a real estate broker who doesn't treat them as a very special client. You must let them know you are available. You are the best real estate broker for each person in your sphere. You must believe that! But you must do that by getting to know them better so that they CHOOSE YOU!

Research by Brian & Buffini yielded the following insights about referrals among real estate agents:

- 25% of agents generate more than 50% of their annual business entirely through referrals!
- 88% of buyers claim they would use the same agent or refer them.
- The average agent earns 42% of their business through referrals!
- 82% of ALL real estate transactions are REFERRALS!

Make a goal for the week to connect with a certain number of people in your database. That number should most likely be ten people.

# Put that Credit Card back in Your Wallet

## Don't Think You can 'Buy' the Business

Just about every day as a real estate broker, you will have offers to purchase something to "supposedly" build your business. These offers will come to you in the mail, at the office, over the phone, at seminars, over email and from an agent sitting next to you.

Every single opportunity will have promises attached. They are empty promises and there is no guarantee that they will make any difference beyond building up your debt load.

You will have the opportunity to buy everything from branding, websites, SEO, business cards, car banners, signs, flags, pens with your name, and the most teasing advertising... lead generation.

There is virtually no successful agent in the industry that can say that a credit card is the direct cause of their success in the industry. There is nothing that you can buy to create a business.

Yes, you should have a basic website. There are lots of options without draining your bank account. You do need business cards and for sale signs. A decent computer and a mobile phone. The basics.

You do NOT need fancy branding. Look in the mirror. YOU are more important than any branding. You are your own "brand."

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***A fancy car, unique pens, branding, or automated social media posts will not get you any closer to a prospect ...***

***than a train ticket can get you to Hawaii.***

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The carrot dangles with a teaser that says words like, "guaranteed qualified leads." Really? Think about that. Do you ever want to be a "lead?" Do you intentionally give out your name, phone number and email out to a stranger and yearn for a salesperson to call? Where do these leads originate?

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***Would you want to be a 'lead' that is sold to many salespeople?***

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There is NO shortage of real estate brokers. Virtually every person knows someone in the real estate industry. You knew someone in real estate before you became a broker. Your friends all know more than one real estate broker. You have competition.

Are there hundreds of prospects in your town that are sitting at home thinking, "I wonder where I can find a real estate broker?"

Are there dozens of prospects in your area looking and to find a website where he/she can enter all his/her contact information in hopes a real estate broker will reply as soon as possible? Is that a smart way to find a broker? Do you think there are lots of people doing this? How many brokers will get the prospect's contact information? Why would a stranger choose you as his/her broker?

So, ask yourself, "How qualified are the leads? Are they waiting for my call?" Think about your own town. Look at the number of sales recently. How many people do you think are looking for a house or considering a sale this month? Are they going to look for a broker first by giving their contact information to a computer or on a contact card. Are there maybe 50 potential prospects in your area? Do they all know a real estate agent? If 10% don't know an agent, that is 5 people looking for one. Look at the number of agents that want that lead!

What is the return on the investment?" Before you are sold on lead generation, go chat with a few successful real estate brokers about lead generation. If it was such a good investment, why aren't they shelling out thousands of dollars for lead generation?" The ones that are spending that money will say it is fantastic, until they quit. Then they will tell you that it wasn't worth it. Will they quit? Those zip codes are constantly being sold and re-sold.

So, put that credit card back in your wallet and go out and talk to people you KNOW! Enter them in a database. Send them fun things to read. Post on Facebook photos that are engaging.

Then go out and get to know more people!

*You ask, "Where do I find business? Where are the prospects?"  
That is the key question for the rest of your career in real estate!  
The answer: You already know them.  
Go chat with people in your own sphere.*

# New Prospects are Everywhere

## Go Generate More Leads

Look at that list of names you have on your database. This is your starting point. There is no time to wait. Connect with them!

You need to connect with every one of the people in your sphere on a regular basis. This is the key to your success in this real estate business. It is just the connection. You are not selling anything. You are connecting. They are also the source of more leads! They have friends and family!

People move on the average every 5-7 years. Some people never move, but they might have children that are buying their first home or a parent that needs to relocate.

There are prospects all around you. They can be in your neighbors' houses, at your last job, at church, or at the athletic club. They don't have signs on them identifying them as prospects. They might not know that they are potential prospects. The more people you get to know, the more potential leads in the future.

Is a person that filled out a website form in order to view a listing a better prospect than a neighbor who just got a job relocation? The best and most qualified leads are those that you create!

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### *Target for the Business that YOU Want!*

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Oh, every real estate broker dreams of answering a ringing phone or finding an email with a request to list a million dollar house priced competitively with a large commission. That is a dream unless your marketing and presence online creates that.

*When I registered on Zillow.com to correct the information that the site had about my house, I was signed up for automatic email messages. On a regular basis, Zillow.com sends me an email about how much the value of my house goes up or down. Regardless how accurate that number may be, I still read the email and click on the link.*

*When my kids post photos of my new grandbaby, I click right away to see the updates. People do read emails and social posts that in some way interest or connect to them!*

Are you sending emails out to your clients? Do you have a website or interesting Facebook page that your clients read? How are you connecting with people on a regular basis? It doesn't have to be all about real estate! Topics can include gardening, books read, being a sports fan or joining the gym. Posting links to articles about real estate or staging or economic trends is NOT really communicating with your fan base.

Sometimes the hardest part is trying to decide what to write if sending an email to clients. Often, real estate agents think that information needs to be on topics like trends in the industry, ways to prepare a home for sale, or how to save for a down payment.

Sending out an email to your fan base will get MORE attention if it is about; the last house you sold, how the market is changing and it is affecting value of properties, how the lock box works, and the number of pages of the last purchase and sale agreement you wrote. Consider making your communication more about your world in real estate and how it connects to your fan base. THAT WILL MAKE A DIFFERENCE!

Sending out bulk emails often requires an email program. Mailchimp.com is free to a certain point. Constantcontact.com is also good for a nominal fee. If you send out emails to a large list, your email program will not be happy. So, you need to have a bulk email program. OK.. spend the least amount of money you can!

The best emails you can send are NOT canned ones that you purchase. AVOID links and material written by others. Think of three topics that might be of interest. They could include:

- How the real estate market is more active in the spring.

- Three things a home inspector has found commonly in homes you have listed.

- Three reasons why sellers are moving... out of state, down to smaller home?

- How you love making your lawn look beautiful in the summer.

- List the beaches in the area that are your favorites

- Places that you dream or have visited.

- The last few coffee shops you visited.

- How your last listing sold for so much more than the Zestimate.

Make sure that any email you send has something personal about you or your life or your own real estate transactions.

If you don't send out emails every week then you might consider a website and link it to emails and social media.

A blog is just another name for a website with the newest technology. It can also be a Facebook page that is interesting. Blogging could be compared to being a columnist. You can easily make your thoughts available to hundreds and maybe thousands of people. This can get you more exposure than you could ever dream of getting by throwing a photo of a listing in a homes type magazine. Here you can put your personality right on the page. A blog is a website that has newer more interactive technology. You can have a website that is about real estate, about a neighborhood, about local events, knitting or fishing, or your rambling thoughts. You can have more than one blog. A blog can include writing, photos, video, charts, and more.

You can start a website for free in a matter of minutes from a number of sites. Wordpress.com, WIX, and blogger.com are some of the most common free sites. Eventually you can choose a name and register it on GoDaddy.com or NetworkSolutions.com, find hosting and pay for a custom blog. But, it is best to start free. Do not get sold on subscription blogs with someone else writing and sending links. They are then sent out to you list, your facebook account, twitter and other sites. It is not authentic.

In the future, all information will be on the internet. Right now, there is more content online than any library in town. There is no lack of information. For all the people that question the accuracy, are not aware of the millions of people that are right there to correct inaccuracies. So what people need is not more information.

Your fans are looking for how **YOU** filter the information. They want to know what you find interesting and appropriate to share. They want you to be authentic. Don't send them a recipe for a dinner you have never cooked unless you are asking them to make it for you.

Having a website is important because you can create a conversation online or one that connects offline about what you are passionate about. It could be real estate, your neighborhood, a hobby, sports, fishing, crafts, photography or books. You can have more than one blog.

Once you sell someone a house or if they are just not in the market, they will not go to your website to read about real estate. But they will read information on the market through your eyes. They will follow an interesting blog about their town. They might be fascinated about some extracurricular activities that you engage in.

In order to have readers for your blog, it is important to promote it. Make sure that you have links on every email signature. Add blog address to business cards. Make a QR code with the link to your blog on your listing flyers. You need to bring the readers to your blog (website.)

# Fishing for More Prospects

## Must keep Baiting Several Hooks

Typically, there is a three-month cycle most real estate brokers unintentionally follow.

As a broker, you work and work to meet and connect with people. Every day you call people, send out emails, go to community events, and get active on social media trying to find someone that wants to buy or sell real estate. It can take months before you have a real prospect!

OH! Finally, you found a prospect! You spend time looking for houses or marketing his/her house. There is so much to do to keep your busy. You work and work to get the transaction sold and closed. Every day there is some issue to attend to from contracts, to showings, to inspections to all the issues regarding closing. It can take usually 6 weeks to three months from the first “yes” to closing. Sometimes it can take longer. All that time you are babysitting the transaction and the people. But, you haven’t been doing all the prospecting that it took to get that client. So, it is essentially “back to the drawing board” to find the next prospect!

### ***It is like fishing!***

We work and work to market ourselves as a real estate broker. We need to eat. We have to go fishing for our next prospect. We keep putting out bait. Better and more bait! We bait the hook and drop it into the dark waters and hope. We sit holding that fishing pole waiting for the line to signal to us that we have caught a prospect. Then, “Voila!” We take time to fillet the fish and then cook it. The fish is ready to eat. We devour that fish. It is now time to get back to baiting the hook because we are hungry again!

Often, it is a feast or famine cycle for real estate brokers. By the time they have caught a prospect and had a great meal, they are ready to put out more bait in desperation. Typically, that process is about 3 months.

By focusing on one prospect, most brokers have a tendency to put marketing on the back burner. This means that they have to start over after every closing. The average broker gets three checks a year arriving usually every 4 months. If you look at the statistics at the MLS it most often shows that the number of sales is about 1/3 of the number of total agents in the market. Some of those agents get more than one check a month. In your office, about a third of the agents were paid this month.

To keep yourself fed and not hungry, try to balance out your time so that you are always marketing. At least 20% of your time working each week should be devoted to marketing for new prospects. That is about 1 hour a day or 1 full day a week. During that marketing time, make sure you are in a position in front of people that can actually ask you a real estate question or get to know you for their future real estate needs. Get more lines in the lake with lots of bait!

You have your sphere where you concentrate your marketing efforts. You also need to build your contacts. Get away from your desk and go meet people. Join the Chamber of Commerce, Rotary, or other community organization. Start volunteering. Camp at a great coffee place and get to know the regulars. Get to know your neighbors. Every day try to expand your sphere.

# Take Connections from Online to Offline

## Get Belly to Belly with People

What really IS important is that you take the online relationships and bring them offline. Think about how you make decisions when choosing a service provider. How do you establish trust?

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*It is the relationships that you create and build that make your business grow.*

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Take it offline! You have all these connections that you build online. It is important to get to know people offline. Sometimes it can be so much easier to just browse through Facebook and chat with people online. It is much better to get to know people in real life. For example, online dating is fun but until you actually look at the mug and deep into someone's eyes you don't know if there is even a remote chance! You might have caught a catfish!

You can make appointments with your fans for coffee or lunch on a regular basis. You can have a lunch at your favorite restaurant once every month or two and invite people. You could decide that once a week you will meet belly to belly with a person on your database. Get to know people in your database. Pick up the phone and call them.

You can send a gift every week to someone on your list. For example, if they just became a grandparent, send a onesie with a note of congrats. Total cost could be less than \$12. You do not have to buy branded material or send out hundreds of things to people. Try sending one then to a few people a week.

You can create an event for your client base. Do not spend gobs of money!

# Contracts, Agency, Disclosure

## The Legal issues you Must Know

Contracts, Agency and Disclosure are the most important legal issues in the real estate industry. You have taken classes and tests before becoming licensed that cover these issues. You might have corporate training, also, covering all kinds of legal topics. It doesn't really mean much until you have the pen to the paper!

### Contracts

Everything regarding a transaction must lead back to the purchase and sale agreement contract that the buyers and the sellers signed. Whether you are working with a seller or a buyer, it is important that every line and word has meaning and supports the mutual agreement. The standardized forms cover just about any issue.

The MLS has no shortage of forms. There is a form for just about any issue. We have added about a form a year over the past several decades to the sale of property. Before you ever think of using the blank addendum, check to see if a form has been created for the issue at hand.

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*You are only licensed to "fill out preprinted forms prepared by an attorney."*

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If you start drafting contracts yourself, you are technically practicing law which you are not licensed to do.

When you are completing your first contracts, it is important to have all of them reviewed in the first 24 months with a managing broker that is overseeing your work according to license law.

All agreements regarding your transaction must be in writing on the forms. There should be no "side" deals, money changing hands outside of escrow, or deals that will be completed after the sale.

The law is clear that you cannot fill out forms and charge for "For Sale by Owners." You are not an attorney that can charge fees to fill out contracts. The law is limiting you to filling out forms as part of a transaction.

If there are any changes to the agreements, they must be in writing and agreed upon by all parties. Any changes must go to escrow immediately.

Forgery is a crime. Don't be involved in a transaction if you know that the person that is signing, is not the identity of the person whose name is on the form. A husband cannot sign for his wife, for example. If there is a power of attorney, then you must get it verified by escrow before assuming it is valid. Real estate transactions require specific power of attorney documents.

If you ever have a serious challenge or complaint on the sale, the attorney for the buyer or the seller will review the purchase and sale agreement in depth. Make sure it is accurate and mutually agreed upon. Everything falls back on that document.

Contract law is universal. The basic aspects of a contract are basically the same for all contracts. In Washington State there is a purchase and sale agreement that is used throughout the state. It is referred to as a "statewide form." The information on the form and the transaction often is part of the laws and rules in our state.

# Agency

Who do you represent? You need to know who is sitting on your shoulder at all times. The clients need to know who is representing them also. When the client is sitting on your shoulder, are you really speaking for them, or are you trying to control the transaction for your own benefit?

When you are putting together a transaction, you are either representing the buyer, the seller, both parties or neither party.

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*Disclose who you represent at the time you perform “brokerage services.”*

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Every client must get a copy of the Law of Agency ASAP. This doesn't mean at the time you are writing up a purchase and sale agreement or when you are presenting an offer to a seller. It means, you need to give them a copy of the law at the time you perform “brokerage services.” When you start acting as a broker for a client, you must give them the copy of the law.

The Law of Agency pamphlet details your duties as an agent when representing a buyer, seller, neither or both. If there is an agency issue, it falls back on this statute. Read the pamphlet. The Law states that the pamphlet must be 8 ½ X 11 inches in size and the font size is also dictated.

It is a best practice when working with a buyer to have them sign a buyer agency agreement when you first start working with them. It discloses that you gave them a copy of the pamphlet. When working with a seller it is important to provide a copy during a listing presentation. The listing agreement discloses that you gave them a copy.

The buyer and seller do not have to sign the pamphlet. If the MLS thought a signature was necessary, there would be a line on the pamphlet. It is disclosed that you provided it on the forms listed above.

The biggest issue with agency is when you are in a dual agency situation. If you represent both parties, or the property is listed with the same company where your license hangs, then there is dual agency. We do not have current case law regarding this issue, but it can be an area of quicksand. Watch what you say. It is never a problem, until there is a problem.

You are a real estate “agent” representing the interests of a client. You are licensed in Washington State as a “broker” or a “managing broker.” The Law of Agency law is a Washington State law.

## Disclosure

People don't sue homeowners because the homeowner disclosed defects! People sue because of the failure to disclose anything about the property that would affect a buyer's decision to buy. One of the primary reasons that the buyers sue the sellers is due to misrepresentation.

The reason a seller does not want to disclose a defect is because they fear the property may sell for less or it won't sell at all and close.

The reason buyers sue is because a defect was not disclosed, and they felt that they paid too much money, or they wouldn't have bought it at all.

Maybe there is a question as to whether or not the issue is a "material fact." Here's the thing...

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***There are NO secrets! They are always discovered and often cause harm!***

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If you are sitting with a home seller who questions whether to disclose something, then you need to discuss the issue of misrepresentation. STOP, THINK AND QUESTION when you are working with someone that if failing to disclose a defect.

If buyers have issues that affect their ability to purchase the property, make sure it is not a surprise to the seller when/if it doesn't close. If they do not have the cash at hand that they agreed to have on the contract or if the buyers know that the letter the lender wrote was not based on a credit check then, they are harboring a secret that should be disclosed.

It is not that different than a spouse having an affair. Does it have to be disclosed? Is it covered in any law? If it is disclosed, will there be repercussions? Will there be harm? Would disclosing at the beginning give the other party the opportunity to make informed decisions? Should the other party have the right to be informed? How many people are affected by the secret affair? Did the people that didn't know about the secret affair have a right to know? Is it logical to think that they were protected by not knowing? Are the consequences must worse the longer the secret hangs in the air?

Disclosure is a universal issue in real estate across the country. We have license laws that affect and cover disclosure.

# Water is the Enemy

## About 80% of Defects Due to Water

Real estate is typically a long term investment. Residential real property is usually a place of residence or an income producing investment. Over time, real estate has been shown to increase in value and is considered an asset. Unless you are in the fields of commercial or property management, most real estate sales are residential including homes, condominiums and land. It is often the most valuable asset and the largest debt that any person or family acquires in their lifetime.

One of the most common contingencies within a real estate transaction is a home inspection. Since the asset and the debt tied to the property are so great, it is wise to make sure that there are not hidden defects. A hidden defect can make the asset much less valuable and the debt not secured.

*I want to sell you my used refrigerator for \$300. You didn't get the chance to check out how it looks from the back and you didn't open the drawers and check out the condition of the ice maker. But it appears to be a good deal. You go borrow \$250 from your brother, rent a truck and take the frig home. As you go to plug it into the socket, you see that the cord is frayed. The ice maker does not seem to work and the frig does not get cold inside. You paid for the frig, and took it home. It is too late to get a refund. Now the frig is worth almost nothing. It will cost too much to fix. You still owe your brother the money. An inspection is like a type of insurance. It is always worth it no matter the price of the property!*

Voila! That is what happens to many people who waive a home inspection or choose a family member to complete an inspection without a license. But, the asset, in this case is much more valuable than a used refrigerator.

Oh, if the home could speak directly to you! The home inspector finds out what the home and/or the seller might be hiding. Like any secret, the lack of disclosure can cause irreparable harm.

It is a best practice to refer more than one inspector to your clients. You can explain your connection to the home inspector. You must disclose any potential conflict of interest such as your cousin who might have a different last name.

The home inspector is licensed and trained. Defects will be found. After the inspection, the buyers may want to negotiate with the seller to repair defects that affect the value of the property or the lender that has agreed to finance the sale. No agreements should be made outside of the written contract. For example, the buyer should not give the seller money to fix the deck. The buyer cannot make improvements or fix defects prior to closing if the seller does not agree to do repairs. It all must be in writing. The buyer has no ownership until after closing.

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***From mold to plumbing to drainage... Water issues are the most damaging to a house.***

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Over 80% of property defects are due to water... from mold and plumbing to drainage. Often, real estate agents can see some water issues on the first time walking through the house. The mold might smell, the ring on the ceiling might be due to a leaky pipe, and the puddle in the yard might be drainage issues. If you are listing a property, it is important to discuss these types of issues with the seller and suggest a "pre-inspection" prior to listing the property so defects can be handled initially.

Most often the sellers and the buyers agree about correcting certain defects and the sale on the property closes.

# Power Partners

## “Who you gonna call?”\*

The people that you choose to surround yourself, can have a huge effect on your business. This can include other brokers, people in industries that close transactions, and people in marketing. They can be the ones that you call when you need a solution during your transactions. They can be mentors, share useful information, and provide you with resources. You should work with more than one person in each field.

Often, these people are in sales looking for your business. Take another approach and look to them for information. Have coffee with each of them every month or so. Get to know the services and resources that they have at their fingertips.

These power partners include:

**Title insurance representative and Escrow.** It is important to know the first names and meet with more than one on a regular basis. They have resources that can be a huge help to you in your business.

**Lenders.** Know between 1-3 lenders that represent a variety of different companies. Try to encourage your buyer to contact more than one lender and compare the programs.

**Home Inspectors.** It is a best practice to recommend several to your buyers. Get to know some home inspectors. They all have similar training, but their attention to detail and their relationship attitude with the buyers may be the turning point to make or break a sale.

**Photographer.** The next listing you have will most likely require professional photography.

**Stager.** Who do you have stage your properties for sale?

**Financial Planner.** Do you work with one?

What about putting together your own group that you meet with regularly. You could share ideas and inspiration. Make sure that the people you consider a “power partner” is moving forward and optimistic. It does not help your business or psyche to hang with people that will bring you down.

Join **industry organizations.** The REALTOR association and the Women’s Council can be good organizations to become involved in. They also have educational opportunities. Networking with real estate brokers can also result in referrals.

\*Academy Award winning song from Ghostbusters Movie 1984 Listen to it again! Makes you smile.

# Do you Look Good

## In an Orange Jumpsuit?

An orange jumpsuit could possibly be the most expensive article of clothing in your life. It is never worth your career or your life to commit fraud. In your career in real estate, you will come across many opportunities that could be tempting but are illegal.

### Disclosure

There is no such thing as a “good” secret. In a real estate transaction, laws dictate what must be disclosed to all parties. There are times that brokers will hide other offers in hopes to get their offer accepted. Some brokers and buyers offer bribes to get offers. This is fraudulent.

When a house is being sold, the brokers must disclose all known defects. If you know there is something wrong with the house and the seller doesn’t want to disclose or avoids the issue, you need to consider what could happen when (not if) the buyers find out! There are no secrets and most secrets cause harm.

### Fair Housing

It is important to note that disclosure does not include anything that would affect discrimination. Every person has the right to purchase a house regardless of their background. A broker cannot disclose or even ask a client about their race, color religion, sex, national origin, familiar status or handicap. In local and state jurisdictions, there are many other protected classes. They can include military discharge, source of income, marital status, parental status, section 8, sexual orientation, and many more.

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*You can ask if a person is married on a dating site but not in an open house.*

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Fair housing laws have been in place for over 50 years! A buyer has the right to buy regardless of who they are. The seller bought the house and along came a bag of rights. But, in addition, the seller has a sack full of restrictions. That includes antidiscrimination. The seller does not have the right to choose the buyer based on any aspect of their looks, background and religion, for example.

### Contracts that are NOT Valid

All parties must mutually agree in writing and legal terms on all contracts. There are hundreds of forms created for each real estate transaction that are prepared by attorneys. You are held up to the standards of an attorney when you write anything in your own. There are laws that affect all contracts.

Don’t create agreements in a real estate transaction outside of the contracts. All copies of the contracts must get forwarded to escrow. Some pages cannot be hidden from the lenders. All parties must sign the contracts. A spouse c

cannot walk into another empty room and come out with the other spouse's signature on a contract! No one can sign for another without a Power of Attorney and only escrow can verify that it is any good on the transaction.

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***A written contract to purchase recreational marijuana plants on the property is not valid in Washington State (if not a 'producer').***

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Drafting a contract for the drugs grown on the property as part of the real estate transaction is not legal. There are laws that govern the use and cultivation of the plants for recreational and medicinal plants and who can grow them. As a broker, you are not licensed to sell personal property, crops or drugs.

## **Money in the form of CASH**

No money ever changes hands in a real estate transaction outside of escrow. A real estate broker never has their hands on any green bills even if the buyer wants to use cash for earnest money. Money must be tracked by the lender to make sure it is not laundered. There is no way to verify cash given to a broker.

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***Taking a photo copy of cash given for earnest money, does not validate the amount or delivery.***

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If a seller or buyer wants to pay one another cash for anything in the transaction, it is not valid under the contract.

## **Stealing or Entering property without Permission**

When a seller puts a home on the market, the brokers all have access using the MLS lock box system. It is only to be used to preview and show properties. The properties cannot be entered for other reasons including parties on the deck, a Saturday night date in a bedroom with a view, or to have a quick dip in the pool or hot tub. There are some brokers who have been known to live in vacant houses.

In addition, the broker is not to ever touch the personal property within the homes. That can include stealing drugs, taking the keys for a drive in the hot car, and lifting money or computer equipment..

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***"Smile. You are on candid cameras!"***

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In this world, there are cameras everywhere. You are on someone's surveillance camera at all times.

# Lots of Hands

## So Many People

Over 100 people will be involved in the average real estate transaction! They are all working off the purchase and sale agreement contract that you had both parties mutually agree upon. Once signed it is sent off to the escrow officer who is a neutral third party. Escrow is the entrance and exit to a real estate transaction.

***It is like an ant colony.***

*Ants have an amazing capacity to create specified jobs to build a whole community. Ants build long and winding tunnels beneath the ground. There is one entrance and exit to the colony. The chambers are used for a variety of purposes. Even if the ant hill seems small, there may be thousands of ants out of sight below the surface. They successfully build a colony.*

A real estate transaction depends on so many people behind the scenes. They are involved in a complex web of information and problem solving in order for the transaction to close. There is one entrance and exit and that is the escrow officer. Escrow is a neutral third party not representing any party.

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***Escrow is the ONE entrance and ONE exit from a real estate transaction.***

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Your patience and basic understanding of the process will contribute to a smoother closing. There are times that calls will come to you to try to iron out wrinkles. It is best to listen and follow directions. Second guessing escrow or lenders will not help the transaction.

Remember, you are not performing brain surgery. No one will die because of wrinkles! There are times that real estate brokers get unglued over some of the smallest issues. The best you can do is to keep calm and know where the solution can be or who to go to for advice.

One of the biggest mistakes is when real estate agents make choices or decisions for their clients.

“No, my client is not interested in that option.”

“My client will never replace the roof before closing.”

“If the buyer has less than \$X for an earnest money, my client will not consider the offer.”

“My client must close on Friday.”

“My client wants that completed or the client will not close.”

The emotions can run very high and sink to new lows. It is unlike the purchase of a consumer product. It's more like buying a computer and wrestling with the set-up, connections, and programs that are not cooperating. Getting angry because a connection doesn't seem right will never solve the connection issue.

# It's hot and dry in the Desert

## We've all been Thirsty

People are not selling as much real estate or earning as much money as you might perceive. Across the country and in REALTOR associations there are statistics about the income of the average broker.

There were about 6 million homes sold in the US per year which amounts to just a few transactions per broker on the average according to CNN. The Bureau of Labor Statistics shows the median annual income for real estate agents as a whopping \$50,300. Those figures don't computer. They most likely do not include the costs and splits after the commission is earned.

In the Northwest MLS, the average broker has approximately 3-4 transactions per year which goes right along with the national statistics on homes sold. They take home typically less than \$15,000. Out of that \$15,000 comes their expenses including insurance, car, marketing expenses, and technology tools.

Regardless of the statistics you have been quoted, look at the actual sales figures in the MLS. They include all the brokers that are paying the dues and fees to hang a license at a real estate firm in our area. About 1/3<sup>rd</sup> of the brokers get a check each month. Often those brokers get more than one check.

The highs and the lows that individual real estate agents experience do NOT follow the interest rate or the market fluctuations. There are brokers that make money in all kinds of markets. If the market is 'HOT,' there are brokers that are so busy with transactions and juggling all their clients. There are other brokers, that feel the competition and just don't get any business. On the other hand, when the market is 'down,' there are brokers that do very well helping sellers and buyers take advantage of the difficult market.

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*Your business will follow your own mindset.*

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It will follow your marketing and prospecting efforts. Your business will reflect what you have been doing to build it and how much you believe you can succeed.

Remember, that you have just as much going for you as an experienced broker that you might be competing with. A house is going to sell because of the MLS. If you are working with a buyer, you will look in the MLS for properties that meet their parameters. If you are working with a seller, the listing will attract buyers. Buyers need to be prequalified before they go looking. Sellers must price properties competitively. A buyer that can't qualify will probably not buy. An overpriced seller will rarely sell.

Your business will also follow what those voice in your head are chatting about. If you have negative thoughts about what is happening in the market, your business will reflect that. When you hang with real estate brokers that are not doing well and complaining, you will find yourself doing the same thing. If you don't believe you can be successful, then your business will reflect that.

It is often called a business where the brokers experience either "feast or famine." You are rewarded with a big commission check. It may be months before you see another penny of commission. Budgeting and saving money will save you from the times that there is no income. Being frugal and keeping that credit card in your wallet is the best strategy.

You might wonder if the phone will ever ring again. You are thirsty and there is no sign of water, just a mirage. It will make you question whether you are in the right career. It will affect your home life and friendships. Even when the desert is dry, you must take steps to get in front of prospects. You must contact people in your sphere. You must put one foot in front of the other.

The survival tips for being in the desert are the same for real estate brokers.

### *How to Survive in the Desert*

- Plan ahead.
- Bring enough water.
- Tell people your plans.
- Have a GPS and a way to keep devices charged.
- Beware of dangers including snakes and insects.
- Look for signs of storms and be prepared.

If you want to succeed, then you need to first believe it. Then you need to run your life and your business looking toward the future, being prepared, knowing how to survive disasters, and surrounding yourself with others who are like minded thinkers.

# Never Hesitate to Ask

## Your Designated Broker is there to Help

Laws were put into place about a decade ago to give new brokers a higher degree of oversight. Your designated broker is responsible to oversee all your business for the first 24 months. That duty can be delegated to another managing broker within the office.

Don't hesitate to ask questions at any time during a transaction to make sure you are following the rules and laws.

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*It is a cliché, but there are no dumb questions!*

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New real estate brokers often are intimidated by all the information that they must remember to create the purchase and sale agreement. A broker can take a dozen classes on contracts, but it is not until the broker actually writes up a purchase and sale agreement, that all the class tips and legal issues become real.

The most important thing to remember is that there is a form for just about every issue. Before you get creative and write out separate terms within the contract or you start to use the blank addendum, that you must contact your designated broker or a broker who is overseeing your work.

The buyers might throw out questions or wild ideas that they might want included in the sale. This can include:

The car in the garage. A car is "personal" and not real property

Moving in early before closing. This can cause serious issues with insurance and sometimes closing.

Let's use the cash in our piggy bank for the earnest money. All money in the transaction must be verified.

When you get in any situation that seems to rub you the wrong way, it is time to ask your firm for help!

# Believe in Yourself

## Stay Strong

We have faced rejection from the time we were kids.

There were times you weren't invited to a party, or you didn't get a promotion that you had your eye set on. Your best buddy didn't show up for the golf game. You had tickets to an event and at the last minute your sister cancelled and went someplace else.

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*Oh, that kid in my third grade broke my heart when he didn't like the valentine.*

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There is so much rejection in the real estate industry. No matter how hard you try, it is difficult to just "brush off" the intense feelings. Even the most successful real estate brokers with over 20-35 years in the business face rejection from someone they assumed would work with them. This includes men and women of all ages.

Your next-door neighbor listed with a competitor so every day you have to look at that sign.

Your sister decided to buy her new house directly from a builder.

Your friend didn't know you were a broker.

Your past client listed with a new agent in your office.

Rejection is tough. It can seriously affect your self-esteem. It can make it difficult when you cross that person at a family event. It is the nature of the business.

Prospecting is a numbers game. You will never list all the homes for sellers you meet. You will never get every buyer you have met into a house. You will hear "no" in various forms all of the time. Your friends, clients, AND your spouse have no idea how much rejection you face in this business.

It helps to know your numbers. Figure out how many listing appointments turn into opportunities to hang a "for sale" sign. How many buyers do you have to show houses before one says, "yes." You can also look at the difference between leads that are complete strangers vs those that already know you.

Consider how you react when you face rejection. For example, everyone reacts differently when they deal with a crazy driver on the road. Some people get angry and might swear or yell. Other drivers might just go with the flow because they might not want to let that idiot affect their whole day. It is the same with rejection.

It is personal, but do not take it personally. That customer might have an obligation to another broker who is related. If they are a married couple, for example, they might be arguing over who to list the house with. The buyer might be intimidated by your height or your expensive car. It could be anything behind the scenes that you are unaware of!

Start listening more! So many real estate brokers ramble on about their process and success with their big company. The seller might want a smaller company and a more personal approach. If you knew that, then your presentation might take a whole different twist.

When you are meeting with potential clients, own your space and your career. Many newer brokers feel like climbing under a rock when they are meeting with prospects for the first time because they are concerned about all the experienced brokers they are in competition with. When you start to evaluate your competition, you look at them differently. An experienced broker might be too pushy. An older broker might not have the social media skills the customer wants. A broker might be too analytical, not really interested in the customers across the table, or is too flighty and not focusing on the property that they are considering listing. There could be any number of reasons.

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***You must believe that you are the RIGHT broker for the job ahead of you.***

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You cannot let rejection get in the way of communicating to other people in your world. So many people leave the real estate industry because they were not prepared for the amount of rejection. That is why it is best to get to know people and not “brag” about being a real estate broker. Get to know more people so that they CHOOSE YOU!

# Time to Renew your License

## OMG ... It's been two years!

According to real estate license Law in Washington State, all real estate brokers that are licensed after July 2010 must take 90 clockhours in the first two years to renew their real estate license.

You have a dashboard at the Department of Licensing website. [Dol.WA.Gov](http://Dol.WA.Gov). Then click businesses and professions and then Real Estate. Go check it out!

Those two years can go by so slowly. On the other hand, that 24-month time period seems to hit new agents right in the face! A baby crying in the middle of the night vs. the time it took to eat a chocolate brownie. Time passes slowly or quickly depending on your energy and perspective.

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*“Oh MY! I must take 90 clockhours!”*

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I can hear the gasps from rookies who find out that there is a requirement that they take 90 clockhours in the first 24 months. That is about 10-12 days of classes! “Seriously? How can I get it all done?” rookies ask constantly.

This requirement for 90 clockhours was put into place because people in the industry felt that newer agents were not getting the training that was needed. Sometimes, your company has classes focusing on new broker training. They may or may not be clockhour approved. Start a file folder on your COMPUTER and scan any certificates you have gotten from classes over the first two years. You might find a certificate from the MLS or a title company.

Time will fly by except when you are hungry. It will crawl by and let the pain linger.

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*An approaching renewal is like  
a train barreling into a train station without hesitation.*

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For over 26 years, Natalie has been teaching real estate classes. It has been over three decades since she was a rookie broker. Back in the old days, there wasn't a requirement to take classes. She understands the panic brokers have as a renewal approaches and will help brokers meet the requirements.

Start your classes for your renewal as soon as possible. Don't hesitate.

Natalie does not require you to make payment on classes before you take them! You have no financial commitment until you are finished and want to get clockhour certificates. So, you can start the classes anytime!

The classes are unlike any other classes in the State of Washington. If you have met Natalie, you'd see why! She is like no one else! You'd probably hear her laugh long before you'd meet her.

Natalie's classes for your renewal are basically e-books. They are PDF documents that you download and print. You can just read the classes on your computer screen. Print out the quizzes and the mandatory evaluation and complete with a pen. Take the final exam in the same way. All the answers are in the material. It is like an open book class and exam.

You are required to take 90 clockhours.

- Advanced Real Estate Practices
- Real Estate Law
- 30 hours of electives including 3 hour core curriculum and Fair Housing.

## Advanced Real Estate Practices 30 hours

This 30 hour class is designed to give you information that will help in your everyday real estate business. It is an overview of the entire real estate industry and responsibilities. This class is divided into six sections.

1. When are you an Agent?
2. What is a Home Worth?
3. Earnest Money and Escrow.
4. Dangerous Dozen.
5. Signing Listing Agreements.
6. What is a Broker?

You will find that the information will help on everything from discussing value with a seller, to knowing your obligations as an agent under the Laws.

## Washington State Real Estate Law 30 hours

This class will help you understand the laws, rules and best practices to follow as a real estate broker. There are laws that govern your industry. You learned basic legal issues to take the exam, but this class goes into more in depth. It will help you on your day to day work as a broker.

This class is divided into 4 sections with quizzes for each section and a final at the end.

## 30 hours of Elective Classes

Electives were always our favorite classes to take in school. You have 30 hours of elective classes. They can be any topic as long as they are Washington State approved clockhours.

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*“Oh, the joy of choosing a topic that interested me instead of being assigned to a class.”*

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Natalie has written dozens of classes in all kinds of topics. This will give you a chance to look for areas that you want to understand more.

The Core Curriculum class is **REQUIRED!** It is a 3 hour class that every agent must take. The class is updated every two years. Whatever class is offered when you take it, is the current draft. The old one disappears and the new Core Class morphs into its place.

Many agents have a tendency to want to take the fastest easiest classes when they renew their license. One reason is that many brokers put off taking continuing education classes until the last minute. It is important to take classes periodically during the year and SAVE those certificates to use when you renew.

During the 2 year period, chances are that you have taken some classes. You might have gotten clockhours for a class at the MLS or from a title company. Your company might have corporate training. Save those certificates! You will need the clockhour certificates for your renewal if you are audited. Go get those certificates! Add them up!

You need 27 hours of elective classes plus the core curriculum. Here is an example of a group of classes that meet this requirement.

***Many brokers take:***

***3 hour Core Curriculum***

***\_\_\_\_\_ hour Fair Housing Class***

***7.5 hours Recharge your Real Estate Business***

***7.5 hours Key to Buyers***

***7.5 hour Listings that sell***

***\_\_\_\_\_ elective to add to 30 hours***

You can take any combination of 3, 5, or 7.5 hour classes to meet the requirement of 30 elective hours and it must include the Core Curriculum.

All of Natalie's classes at [CLOCKHOURS.COM](http://CLOCKHOURS.COM) are written in the same way as this class! GO click. You do not pay in advance, so you can start today regardless of when your renewal is.

There is a package price on the website. If you have a financial issue and need to pay in increments... just email us with what works for you and we will try to accommodate your needs.



# Quiz The First 24 Months

Complete answers on this form. Scan and email with the evaluation to Professional Direction at clockhours@gmail.com

1. What percent of real estate brokers typically quit in the first 5 years? \_\_\_\_\_  
\_\_\_\_\_
2. A real estate career can be so \_\_\_\_\_
3. As a broker you have a career where you. \_\_\_\_\_
4. Most brokers plateau in about \_\_\_\_\_ to \_\_\_\_\_ years.
5. Everyone you know is considered to be in your \_\_\_\_\_.
6. According to Dunbar’s research, you should have about \_\_\_\_\_ people from your sphere in your database.
7. You ideally want your prospects to \_\_\_\_\_ you instead of chasing after them.
8. There is no \_\_\_\_\_ of real estate brokers in the State of Washington.
9. In 2018 there were over \_\_\_\_\_ licensed brokers and managing brokers in Washington State.
10. You need to connect with people in your sphere \_\_\_\_\_
11. Name three characteristics that you have that set yourself apart from the other real estate brokers. .  
\_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. List three attributes you think successful brokers share.  
\_\_\_\_\_.
15. \_\_\_\_\_.
16. \_\_\_\_\_
17. Making \_\_\_\_\_ is a powerful way to build your business.

18. What percent of the people in your sphere are likely to have a real estate question you can answer? \_\_\_\_\_
19. A fancy car or expensive branding will not get you any closer to a prospect than a \_\_\_\_\_ will get you to Hawaii.
20. Virtually no successful real estate broker can attribute success to \_\_\_\_\_ leads.
21. Do you want your name and contact info sold to insurance agent as a "lead?" \_\_\_\_\_
22. Where are your prospects? \_\_\_\_\_
23. People move on the average every \_\_\_\_\_ to \_\_\_\_\_ years.
24. The Pareto Principal is often referred to as \_\_\_\_\_.
25. The business of most real estate brokers follows a \_\_\_\_\_ month cycle.
26. Real estate prospecting is like fishing because \_\_\_\_\_
27. What percentage of time each week should real estate brokers spend on marketing?  
\_\_\_\_\_
28. Licensed brokers may only fill out \_\_\_\_\_. \_\_\_\_\_ prepared by an attorney.
29. All the contracts you write for the first 24 months must be \_\_\_\_\_ by a designated broker or a managing broker delegated that duty.
30. Any changes made on a contract must be in writing and \_\_\_\_\_ by all parties.
31. The MLS purchase and sale agreement is referred to as the \_\_\_\_\_ because it is adopted to all over the state.
32. When should you disclose to clients who you represent? \_\_\_\_\_
33. It is a best practice to have your clients sign a \_\_\_\_\_. \_\_\_\_\_ agreement before you perform brokerage services.
34. The Law of Agency is a national. / state law (choose one.
35. The sellers typically don't want to disclose defects because they fear the house may sell for less or it will not \_\_\_\_\_.
36. There are no \_\_\_\_\_. They are always discovered and often cause harm.
37. One of the most common contingencies is the \_\_\_\_\_
38. It is a best practice to refer more than one home inspector to your clients. Yes/ No
39. What percentage of defects are usually related to water issues? \_\_\_\_\_%

40. Can you legally ask your prospects if they are married? Yes / No Why? \_\_\_\_\_
41. It is ok to accept cash for earnest money as long as you make a copy of the dollar bills? Yes/ No
42. What is the entrance and exit of a transaction? \_\_\_\_\_
43. One of the biggest mistakes brokers make is making \_\_\_\_\_ for their clients.
44. Your real estate business will follow your \_\_\_\_\_
45. How is surviving in the desert similar to surviving as a real estate broker?  
\_\_\_\_\_
46. How many clockhours do you need to renew your license for the first time? \_\_\_\_\_ hours
47. What are the two required courses you need to renew your license? \_\_\_\_\_ and \_\_\_\_\_
48. What is the minimum requirement number of hours for the Core Class? \_\_\_\_\_
49. How many electives can you take to renew your license? \_\_\_\_\_ plus the \_\_\_\_\_ class.
50. Will you consider taking the required classes for your renewal from clockhours.com? \_\_\_\_\_

You must attach this to the evaluation and return to Professional Direction with tuition to get clockhours.

## Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO  
 Did you complete the quiz and attach answer sheet? YES / NO  
 Did you pay Tuition (This Class is FREE if you are in the first 24 months! YES / NO  
 Did you fill out and sign this form? YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take to complete the course? \_\_\_\_\_

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### The First 24 Months

Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
Email		
Date you were licensed		Date class taken

*Thanks for taking this class! I really appreciate the agents that take clockhours from my school! Your certificate will be emailed shortly! I am always working on my classes and writing new ones!*

**Professional Direction**

**email: clockhours@gmail.com**

**www.CLOCKHOURS.com**