

## BUSTING THE MYTHS AROUND REAL ESTATE CAREERS

A career in real estate offers so much more choice than many people first realise. The first thing most people think that it means is residential sales, but that is just one in a multitude of options.

Getting your real estate qualifications opens the door to many careers, including:

- business broking
- property management (commercial and residential)
- buyers' agency
- auctioneering
- business development
- corporate support, and
- residential and commercial sales agency.

It's a career that can be flexible around family commitments, ideal for mums getting back into the workforce or dads looking to enjoy more family time. It offers options for school leavers, with great traineeships on offer, or opportunities for older workers where their life experience is greatly valued.

There are a number of myths around working in real estate, perpetuated by clichéd images presented in the media, and if this is stopping you from thinking about re-training for a new career, then read on!

### **Myths in real estate:**

**Extroverts only:** It is often assumed that only outgoing extroverts are suited to a career in real estate. Nothing could be further from the truth! There are so many career options within the real estate profession! You can choose to be a headline act or you can make your contribution in one of a number of support roles.

**Weekend work compulsory:** There's a popular perception that real estate agents work seven days a week, but if that doesn't suit your situation, there are roles that offer Monday-to-Friday work days and/or other flexible work arrangements. There are also job-share opportunities – it's all in finding the right fit for you.

**You must be obsessed with real estate:** Again, this myth evolved from a media-driven cliché of the sales agent – (think Leo Getz) – who lives and breathes real estate market data. While an interest in real estate is likely to be beneficial to any role within the profession, if you don't have any knowledge about real estate before you start, you'll probably pick up a lot along the way. You'll likely

be working with people who are passionate about their jobs and who are genuinely interested in real estate – this may rub off on you!

**Entry-level training is a two-day course:** While there are some training organisations that offer a condensed fast-in-fast-out course, you need to ask yourself, ‘Will this get me job-ready?’. The speed of the qualification is not the important thing, but rather the quality of the education that matters.

Another thing you should think about when you’re choosing a training provider is the reputation they have in the marketplace. Some training organisations have a much better reputation than others and having the right brand on your CV will give you a leg-up when securing that first job interview.

Real estate can be a really rewarding career, offering many paths to professional success no matter what your background or experience. And it can be a fun career too! We have a lot of motivational speakers who excel at getting people really excited about their job and about this profession!

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