



PLAYBOOK

Accelerate your real estate career

You are not alone

After earning your real estate license, you were probably filled with a sense of purpose and excitement. You carefully chose a brokerage and put your best efforts forward. You knew that building a real estate career would be a challenge, and even with a promising start, you are somehow left feeling:

- Frustrated by a lack of consistent achievement,
- Stuck not knowing where to productively focus your energy, and
- Unsure of your next steps, and in need of help to move forward.

If this resonates with your experience, you are not alone. Many successful real estate professionals struggle early in their career. Sadly, many more make the decision to leave the industry altogether.

The right support makes all the difference. This playbook is designed to help access the help you need to aim higher, accelerate your career and reignite your passion for real estate sales.

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You can aim higher

Real estate can be a profitable business, and just like any other business owner, you need to actively nurture the growth of your business. Growth comes with consistent effort focused on the core activities that drive income. Thankfully, building a plan for success includes accessing support from resources already available to you, and those that can be easily found.

Top producers in real estate create a community of support around their business by tapping into the collective knowledge of their peer networks and their brokerage leadership. They set clear, realistic goals and drive results through a mentor or a coach that holds them accountable to their committed actions. They are dedicated to lifelong learning in a rapidly evolving industry. In other words, they habitually leverage the experience and expertise of others to grow their business.

You can grow your business by learning from the example of top producers. If you are feeling frustrated, stuck and unsure, ask yourself these questions:

- Do I know what support my broker can provide and have I sought their input?
- Am I connected to peers who inspire me and who actively engage in masterminding?
- Do I have a business plan with clear and realistic goals? Do I understand the activities required to achieve them? Is someone consistently holding me accountable to my results?
- Do I understand industry best practices? Am I up to date on emerging trends? Do I understand sales, marketing and technology in the context of the industry?
- Am I willing to do what it takes to achieve the success I desire?

Assuming you are willing, there is a path to your success in real estate. Identifying what you are lacking will help you access the support you need and optimize the support you are already getting.

How does the right support help your business?

There is so much that you have to manage on a daily basis. You need to generate leads, service clients, market listings, represent buyers, manage finances, maintain relationships, learn new skills, close the deal — just to name a few! You are business development, sales, marketing, operations, compliance and administration all rolled into one.

Some days, you may want to throw your hands up in the air and call it quits. It's so easy to feel overwhelmed when you are down in the weeds. This is where your broker, your peer network, coach or mentor can add value.

They provide you with a different perspective.

Learning what others have done in their business, gives you insight into alternative and proven tactics. Your peer network may not be bound by the same constraints as you, but your broker, coach or mentor have the added benefit of knowing you and your business more intimately and are good sounding boards for what could work for you. They have considerable experience in helping others both like and unlike you, and have the perspective you need to understand your options and next steps with full clarity.

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They help you stay accountable and focused.

Identifying your short and long term goals are part of building a strong plan on your path to growth. Meeting weekly with your broker, coach or mentor helps to ensure you stay focused on your priorities and requires the completion of associated tasks and activities needed to realize your goals. When you know someone is checking in on your progress, you are far more likely to get it done. This helps you stay on track and develop the time management skills that will help you grow your real estate career.

They help you build confidence.

Being part of a peer network highlights possibilities for your business and provides a source of encouragement through collaboration. Challenges are masterminded, successes are celebrated and confidence flourishes. Your broker, coach or mentor goes further to help you push through dips in your production while regularly acknowledging your wins, big or small, whether successfully completing your activities for the week, or landing that coveted listing. Your tribe and your cheerleaders help you realize your potential and spur you on to achieve greater and greater growth.

They help you develop new skills.

When you become a real estate agent, the skills that you developed in your studies are simply not sufficient for building a successful career. You need to learn how to operate and grow a business, not just service a transaction. The learning curve is steep, but thankfully there is an abundance of training available in the industry, and likely within your brokerage. With the help of your peer network, broker, mentor or coach, you can identify and focus on the core skills you need to develop. They can connect you to relevant training, or may be able to provide the associated learning directly. They cut out the clutter so you can focus on developing the skills you need to grow and succeed.



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How can you get the support you need?

Talk to your broker

Your broker is your ultimate resource for accelerating your real estate career. Every broker and the resources they provide are different, but ultimately your broker is most invested in your success. Depending on your unique situation, your broker may be able to provide high level guidance and connect you to internal and external resources to achieve your goals. Or, your broker may be more involved and better able to support your growth directly. Either way, you may need to be proactive in asking for their assistance. Like you, they have a lot to manage, so help them help you by trying to be clear on what you need. If you don't know, that's okay too. Just make sure they know you need help by asking for it.

Find a coach or mentor

A coach or mentor can augment the support your broker provides. Your coach should be dedicated to real estate and not a generalist. There will be a cost, so it's important to do your homework and find an experienced coaching partner who delivers the value you need. You can ask your broker or peer network for referrals and be sure to interview a number of prospective candidates for a good fit. Group coaching is an alternative to a dedicated coach and can provide similar benefits at a reduced cost, while creating a de facto peer network.

Alternatively, a mentor is an experienced peer or senior professional who has developed years of business intelligence that they actively desire to share through mentoring a fledgling. This arrangement is typically less structured than traditional coaching and may be unpaid, but has a similar goal of coaching your development and connecting you to resources and opportunities. Ask your broker and peers for help to identify prospective mentors, or approach a respected colleague whom you particularly admire to discuss a mentoring opportunity.



Alternate perspectives.
Stay accountable.
Build confidence.
New skills.

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Develop your peer network

Networking is a cornerstone of a healthy business, and no one does it better than real estate professionals. You are already part of a peer network in your brokerage and may have access to networks through your production awards, referral partners, or even your circle of friends selling real estate. These networks help inform your business goals and can be leveraged more formally through organized masterminds, social media groups, conferences and events.

Join a team

If growing a business seems too daunting or uninteresting, but you can't abandon your passion for real estate, a team environment may be more effective in accelerating your growth. Teams generally offer the opportunity to focus on servicing the buyer, the seller or both. The team leader offers an environment where someone else provides the lead generation, marketing, operational support, and the training and coaching you need to improve your production. You share more of your commission in exchange and benefit from the support of your team peers in achieving better work-life balance while focusing on the aspects of your career that give you the greatest satisfaction. Talk to your broker to learn more. Ask for their support to identify prospective teams for fit and approach team leaders you admire to discuss the opportunity.

Choose Royal LePage

Whether you choose to get a business coach, tap into the collective knowledge of your peers, lean on your broker, or join a real estate team, Royal LePage helps you aim higher. Royal LePage offers a place to nurture and grow your business through a strong culture and a supportive community that celebrates your successes so you can continue to develop. This is why approximately 19,000 real estate sales professionals are already a part of the Royal LePage family. Talk to your local Royal LePage broker to learn more about growing your business with Canada's Real Estate Company.

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