



PLANNING FOR YOUR NEW CAREER:

*The Ultimate Guide
to Becoming a
Real Estate Agent*

A REAL ESTATE EBOOK FROM

 **The CE Shop**
INNOVATING CAREER EDUCATION



WELCOME TO YOUR

Guide to Starting Your Career in Real Estate

With such an overwhelming amount of information out there, we decided for your sanity to create this fantastic, easy-to-follow guide on how to launch your real estate career in the right direction.

**KEEP READING TO MAKE YOUR REAL ESTATE
DREAM CAREER A REALITY!**

Real Estate & You

A career in real estate means a lot of things to many different people. **Here are a few key reasons why real estate might be a great option for you:**

1. **FLEXIBLE** SCHEDULE
2. **ENTREPRENEURIAL** OPPORTUNITY & INDEPENDENCE
3. THE ABILITY TO **HELP OTHERS**
4. A **VALUED & ENJOYABLE** PROFESSION





THERE'S NEVER BEEN A BETTER TIME TO START YOUR REAL ESTATE CAREER

The real estate market will always have its ups and downs, but it's a tried and true profession that has sustained the test of time. Is real estate right for you? Ask yourself these questions:

HAVE YOU BEEN EAGER
FOR A **NEW CAREER?**

ARE YOU READY TO
DETERMINE YOUR FUTURE?

DO YOU WANT TO
CONTROL YOUR INCOME?

FIND OUT HOW ON **PAGE 5.**

IS THE **MARKET RIGHT?**

DO SOME RESEARCH ONLINE AND
DISCOVER WHAT'S HAPPENING IN YOUR AREA.

DO YOU KNOW HOW TO
GET YOUR LICENSE?

WE HAVE ALL THE INFORMATION YOU
NEED. JUST **FLIP TO PAGE 9**, OR
VISIT US ONLINE AT THECESHOP.COM

**DID YOU ANSWER YES TO ONE OR MORE OF THESE
QUESTIONS?** Then you're in the right place. Continue reading and
we'll give you everything you need to know to get started today!

Income Summary

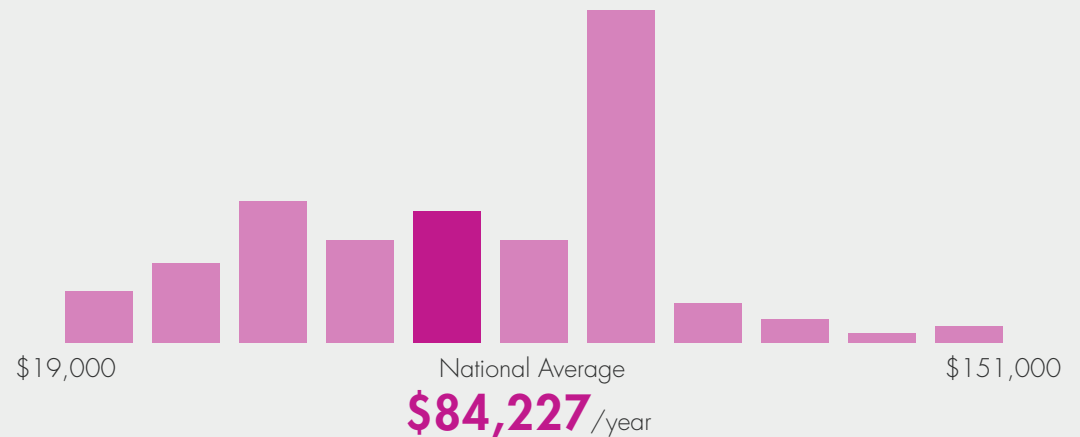


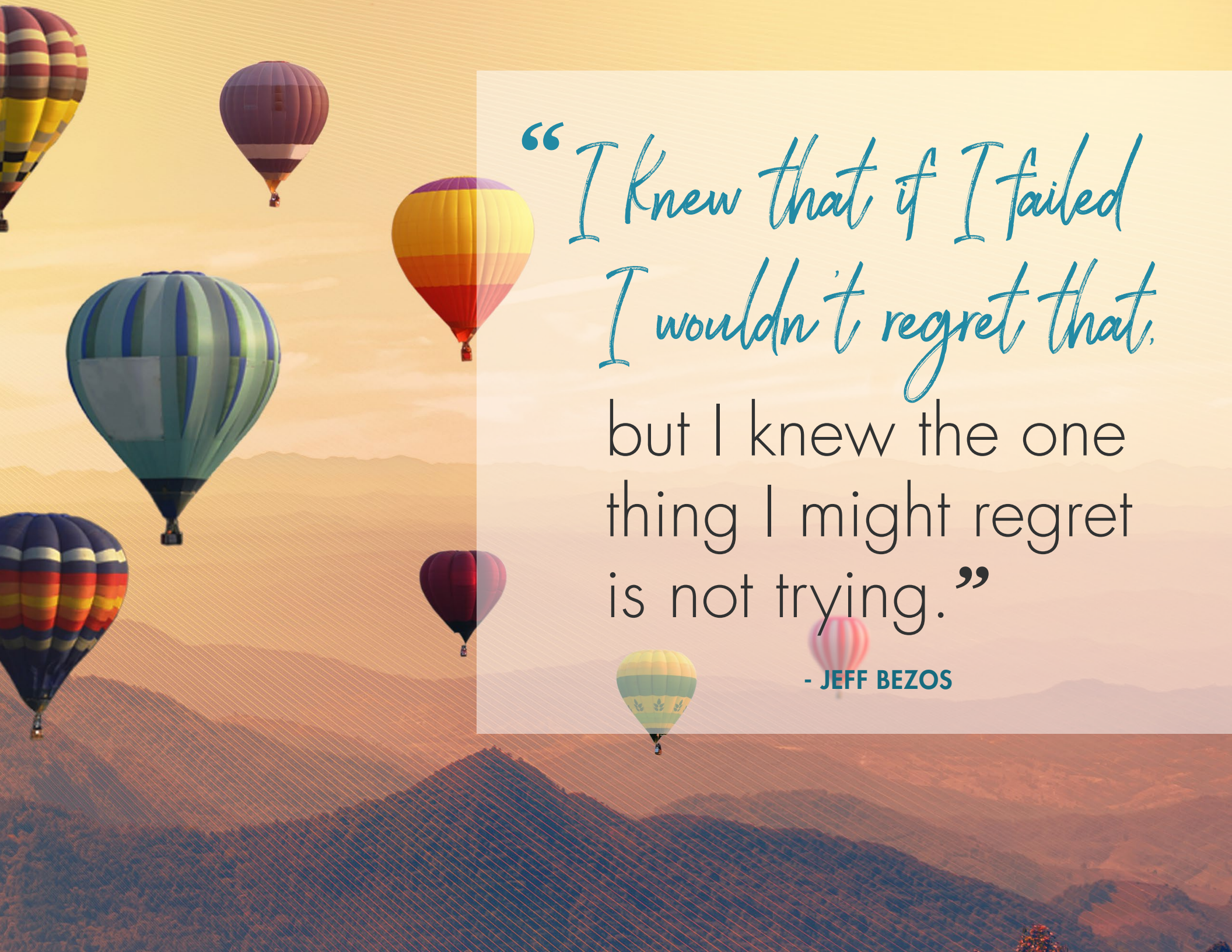
The annual income for real estate agents can vary widely. Factors to consider when determining your income potential include:

- 1 | LOCATION
- 2 | FULL-TIME OR PART-TIME STATUS
- 3 | AFFILIATED BROKERAGE
- 4 | HOUSING PRICES AND TRENDS IN YOUR AREA

Real Estate Agent Average Salary Across the U.S.

Range	Annual Salary	Monthly Salary	Weekly Wage	Hourly Wage
25th Percentile	\$52,500	\$4,375	\$1,010	\$25
Average	\$84,136	\$7,011	\$1,618	\$40
75th Percentile	\$100,000	\$8,333	\$1,923	\$48





*“I knew that if I failed
I wouldn't regret that,
but I knew the one
thing I might regret
is not trying.”*

- JEFF BEZOS

A Day in the Life:

ROLES & RESPONSIBILITIES

Every day is a whole new opportunity to help different clients fulfill their needs. If you love rolling with the punches and thinking big picture, you'll love being in the real estate industry.

POTENTIAL ROLES WHEN WORKING WITH A SELLER:

- **Marketing & branding** specialist
- **Photographer & videographer**
- Professional **stager**
- Property **promoter**
- Market & property **analysis expert**
- **Social media** user
- **Negotiator**

POTENTIAL ROLES WHEN WORKING WITH A BUYER:

- **Tour guide** & driver
- Interior **decorator**
- **Construction** advisor
- **Landscape** architect
- **Inspector**
- **Negotiator**
- **Market** expert

A Day in the Life: TRENDS

Whether it's a marriage, a new baby, or a new job, big life changes drive the world of real estate. Each and every day brings new challenges and successes.

Through our real world education, we are with you every step of the way.

BIGGEST CHALLENGES:

- What do I do **first**?
- What's **most important**?
- **How do I stay current** with the changing market, the changing data, and my clients?

TODAY'S AGENTS NEED:

- **Marketing** guidance
- **Technology** tools
- **Office supply** discounts & solutions
- **Educational resources**
- **Legal** assistance
- **Financial** services
- **Insurance & risk management**
- **Travel** & automotive resources

PRODUCTS AND TECHNOLOGIES AGENTS VALUE MOST:

- Social media
- Personal websites
- Blogs
- Videos
- Consumer listing sites
(Zillow, Trulia and Realtor.com)

A Day in the Life: TRENDS



WHAT **PRODUCTS & TECHNOLOGIES** REALTORS® VALUE MOST:

- **Mobility:** Smartphones, tablets, laptops, WiFi, mobile websites, and apps
- **Access to files online** for agents and customers (*cloud computing, Google Docs, Dropbox*)
- **Automotive and travel** needs (*airline and hotel discounts through preferred partner networks for customers*)
- Integrated **phone systems and office equipment** (*scanners, copiers, printers, computer systems*)
- Turnkey **internet and social media marketing solutions** (*staying connected is key*)

How to Get Your License

Don't worry, we've made it easy for you. Follow this simple checklist to get started in the licensing process. And don't forget to check out our website to learn about all the state specifications you'll need to master to pass the licensing exam on the first try!

- 1** Research the requirements in your state.
Everything you need is on our website. Just visit [TheCEShop.com](https://www.TheCEShop.com) and select your state!
- 2** Successfully complete the qualifying course(s) with an approved education provider.
- 3** Complete your course final exam.
- 4** Choose a broker to support you through the process.
- 5** Schedule the real estate licensing exam.
- 6** Complete the state application to get your license. Make sure to check any filing deadlines.
- 7** Once your application is approved, you are a licensed real estate professional!
- 8** We'll remind you of any Post-Licensing and CE requirements as your license comes due.



“*Genius is*
1% inspiration,
99% perspiration.”

- THOMAS EDISON

Why Choose The CE Shop?

At The CE Shop, we're constantly evolving our interactive real estate education process to ensure that you receive nothing less than the absolute best education customized for your needs.

CONSTANTLY UPDATED CONTENT & PLATFORM

We're always updating and revamping our content to better engage and inform our students.

MONEY-BACK GUARANTEE

We provide a 30-day, 100% refund as long as you've not yet completed 50% of your course. So if you realize after purchasing one of our course packages that real estate isn't your forte, we have your back.

FLEXIBLE SCHEDULE

Online education allows you the flexibility to learn on your time. Have time first thing in the morning? That's great. Awake at 2 AM? Hop online and start learning!

INTERACTIVE ONLINE LEARNING

Our online interactive learning solution, LEAP is the industry's most innovative software for delivering engaging course content, and helping better prepare you for your new career.

SATISFACTION RATE

With a 96% student satisfaction rate, we pride ourselves on having the best Pre-Licensing, Post-Licensing, and Continuing Education courses in the industry.

EDUCATION METHODS

Our LEAP courses are built with real-world applications so that you can feel better prepared for your career beyond the licensing exam.

CUSTOMER SERVICE

We're here for you when you need us, 7 days a week, via phone, chat, and email. We look forward to hearing from you!

Why Take Our Courses?

We want you to learn, grow, and succeed through the most revolutionary ideas and approaches in education—ever!



CONVENIENT ONLINE LEARNING

LEARN AT YOUR OWN PACE WHEN AND WHERE IT'S CONVENIENT FOR YOU.

We've taken the best of both classroom and online learning so that you never feel alone, while you know you're learning from the best.

91% PASS RATE - [LEARN MORE](#)

GET YOUR LICENSE FASTER.

We developed this course with you in mind. Learn confidently knowing our students have a 90% pass rate.

REAL-LIFE SCENARIOS

LEARN BY DOING.

Learn by doing with real-life scenarios and exercises. Take and search notes. Map out your schedule using our customized study plan.

BUILT-IN EXAM PREP & MATH HANDBOOK

WE HAVE EVERYTHING YOU NEED.

Downloadable reference materials, built-in exam prep, and math handbooks make you more prepared to pass the exam.

INTERACTIVE RESOURCES

STAY ENGAGED THROUGHOUT THE ENTIRE COURSE.

Learn from groundbreaking curriculum built for today's new agents.

A low-angle shot of a person's legs in dark jeans and tan hiking boots walking on a forest path. The path is covered in green grass and brown pine needles. The background is a dense forest of tall, thin trees, with sunlight filtering through the canopy, creating a warm, golden glow. A semi-transparent white box is overlaid on the right side of the image, containing a quote in a mix of cursive and sans-serif fonts.

*“The journey of a
thousand miles
begins with one step.”*

- LAO TZU

Student Testimonials



At The CE Shop, we receive thousands of reviews each year attesting to the success of our proven learning methods. Here are some of our favorites from past Pre-Licensing students.

“

“THE CE SHOP HELPED ME SUCCESSFULLY PREPARE FOR AND PASS MY STATE AND NATIONAL REAL ESTATE EXAM.

The classes are easy to follow and can be done on your own schedule. Excellent program.

- TONYA F.

“

“THE COURSES ARE ORGANIZED VERY WELL. Easy to follow. The pattern makes it easy to learn and retain.”

- HELENA M.

“

“Easy to navigate and quick results.
SO HAPPY WITH THE USE AND EASE OF THE CE SHOP. 100% would recommend!”

- CHRISTINE T.



“ If you put your
mind to it,
*You Can Accomplish
Anything.*”

- DOCTOR EMMET BROWN

About Us



Founded in 2005, we've become the **leading provider of online real estate education** through hard work and an encyclopedic knowledge of the real estate industry.

Over the years honing our courses, we've been fortunate enough to be recognized as a **Colorado Company to Watch** (2015), one of the **Top 250 Private Companies** (2015, 2016 & 2017), and one of the **Best Places to Work** (2015, 2016 & 2017).

With **courses available in all 50 states and DC**, we're driven by a desire to constantly improve, both for ourselves and for our students.



What are You Waiting For?

Finish your courses so you can put all this knowledge to use and **BUILD YOUR BUSINESS!**

LEARN WITH US
& **SAVE 20% TODAY!**

Promo Code **REGUIDE20**

 **The CE Shop**

