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What is your advice to someone considering a career as a Realtor?



too. If you're considering this business, I am happy to talk to you.

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A: Next to selling great real estate and growing a solid referral and past client business, helping someone considering a real estate career is enjoyable for me. This is a big decision, and it is wise to seek the advice and guidance of veteran agents.

This is not an easy business. Yes, it can be rewarding both financially and personally, but it's hard work. You need to be a full-time agent. Part-time agents almost never make it. You need a real commitment to this career.

You should have at least four to six months of reserves. Getting your first sale can take time. You should join a team or find a mentor. Don't go it alone. Align yourself with a strong company that will train you to become successful.

There is a lot of time freedom and significant financial opportunity, but most people abuse the time freedom and end up with little or no financial reward. Treat this like a business because it is.

Lastly, this is a people business. You'll become a real estate agent, not a secret agent. You'll have to get out, socialize and let everyone know what you do and offer to be of service.

When I became a Realtor, I worked long hours and did what other top successful agents did and it paid off. Now I live a life beyond my wildest dreams and you can



A: People always have this impression that all real estate folks do is ride around in fancy cars, work at will and pick up impressive checks. That couldn't be farther from the truth. You need some major stamina, the ability to keep emotions out of the workplace and serious drive to survive and thrive in this business.

Plan to work seven days a week, all year round to get started. Surround yourself with people who are successful in the business and start as an intern or assistant to a top agent to learn the basics; you would be surprised how much there is to learn. I still learn something new with every transaction, as no two are ever the same. This is an ever-changing industry that requires you to keep your finger on the pulse of the city, new laws and the competition.

Real estate is a complex and challenging career. If you are resilient, have integrity and a drive to succeed, you can do this.

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A: If you are thinking of a career as a Realtor, understand that being a Realtor means being a salesperson in service of others. And since most of us aren't trained in sales, training is an important element to success. You will need training in sales techniques, in the technical aspect of real estate laws and contracts, in communication and negotiation, and in building a strong mind-set.

A career as a Realtor means being an independent contractor where you are CEO, CFO, CMO and the sales arm of your company.

The sellers and buyers in the Bay Area are some of the most successful and technically savvy individuals. So being a trained sales agent that offers real-time market information as well as strong communication and negotiating skills is important to your success.

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