

SOUND OFF *John Foran*

# Is it a good time to become a licensed real estate agent?

**T**hinking about joining the ranks of your local real estate professionals? Now is a great time to enter the field!

Real estate is an exciting, dynamic industry — with the opportunity to assist, advise and support individuals and families in the purchase or sale of their home — often a client's most valuable financial asset.

The market has limitless potential right now.

Mortgage rates remain at/or near historic lows, in spite of some recent rate upticks earlier in the year. In fact, many rates have dropped since then, so potential buyers have just that, more "potential" to purchase their desired home based on these attractive rates.

It's a great time to buy — and buyers crave the guidance of an honest, reliable, informed pro!

On the listing side of things, once again, sellers want guidance.

They need someone who can help them with decisions like pricing, pre-listing home preparations, staging, marketing strategies and more!

As a potential Realtor, know that your "audience" is there — both potential buyers and sellers.

From a functionality standpoint, the world of a Realtor has become much more efficient and convenient. The digital medium has made Realtors' lives much more manageable and productive. From the prep-

aration and delivery of listing presentations, to documents and forms distribution, to technological advances in photography (such as drones, etc) and all manner of communications industry-wide — today's Realtor can do more and take on more than ever before. You can help people from across town — or from around the world!

Know that there is a trade-off with the flexibility that a real estate career offers (it's not a 9 to 5 gig).

That can be seen as both good AND bad news.

Unsurprisingly, weekends are often when a lot of the work is done, especially when working with buyers. And regardless of whether you're working with a

buyer or seller, there are many late nights for client calls, negotiations, et cetera.

And remember, the residential real estate world is an all-commission scenario!

But it's all worth it! When you see that smile on your clients' face after you've helped them with their transaction, you can take pride in the fact that you guided them through the challenges and potential pitfalls of the process — and helped them reach an end-goal of monumental importance to them!

Are you up for it?

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