

### **It's all about you!**

Real estate is perhaps one of the few industries that is in constant recruiting mode, if there is a spare desk in the office and you meet the basic licensing requirements there is a good chance of getting a job. In fact a quick search on Seek gave me a choice from over 450 jobs within the industry.

We are currently in a tight labour market where there are more jobs than there are candidates and this puts you in the unique position of being quite selective as to whom you chose to work for.

### **So where do you start if real estate is to be your chosen career and you are new to the industry**

Your local agents should be the first point of reference, consider where you live or work as the potential patch you would work in as you will have community contacts, knowledge on the values of the homes, the various styles, what the suburb and surrounding areas offer and who would perhaps be attracted to live there.

If you are looking for greener pastures than pick up the phone and make contact with potential employers who you want to work for; being proactive provides you with the upper hand.

Talking to current employees of an organisation will give you an indication of whether you would fit into the culture and team.

Review the local papers and compare their advertising listings to others in the area this will give you some indication of market share.

If you are really brave call them into your home to provide you with a valuation this will give you an insight to how they conduct business

Attend career nights, what do they offer their current employees and does it meet with your expectations. Did they have some of their 'stars' presenting and more importantly what was their follow up and were there jobs available.

Call them directly and ask if they have an intranet site you can place your resume on

If they are in the recruiting mode ensure that you are provided with an up to date job description detailing the role you are applying for.

### **Once you have got through the selection stage the next step is the face to face interview.**

During the interview process it is important that you are asked open questions where you have an opportunity to talk about relevant 'on the job' experiences. Questions where you simply have to answer yes or no does nothing to promote your skills.

The interviewer should have a set of questions to ask you and any other candidates and they make notes during the interview. It shows that they have given the

recruitment process some thought, be wary of the interviewer who spends most of their time talking about themselves.

Remember there are still many employers who will give you a job simply because you are of a legal age and have a pulse.

It is important that you know your numbers in regards to total properties listed, sales made, dollars earned in your previous roles.

Potential employers will be looking for people with great negotiation and communication skills and team players who are prepared to work hard to reap the rewards.

Should you be asked for a second interview find out who will be present and what their expectations are from you; perhaps even suggest that you would be prepared to do a mock listing appointment.

It is also an opportunity to ask them if other members of the team can be present at the interview this provides you with the chance to meet and ask them questions.

Often during the interview when asked if you have any questions your mind is a blank. It is a good idea to write down what some of the key areas are that you want covered. Here are some questions you may consider asking potential employers:

What is their commitment to training their employees, do they run regular sessions, is there an accreditation program, have they invested in a designated trainer or coach and are top performers encouraged to share their knowledge and experience.

Is there an employee induction program and how long does it run for. You do not want to join a business that simply provides you with a desk and phone and expects you to do the rest

There are offices that may have a revolving door when it comes to retaining staff so it is important to ask how many sales agents have they employed over the last 12 months and of these how many remain employed.

What support is provided to you in terms of marketing and advertising and who pays for any campaign initiatives?

What is the commission structure and what options are available in regards to salary packaging.

What career paths has the business developed and if part of a franchise group what are the opportunities within the network that may be available to you

Are you expected to provide your own laptop and is there a database (CRM) system that the whole team uses

What are the key performance indicators for their team, keep in mind that if you do not measure performance how will you know what success looks like. It will also be an indication whether the organisation has a performance driven culture.

What rewards and awards do they have for their top performers?

How often do they meet with the team to review performance and provide feedback?

Do they believe in creating a flexible work environment or providing you with the ability to work off-site?

Some of these questions may seem a little daunting to be asking at an interview but remember you spend more time at work than anywhere else therefore it is important that you work for a company that values you and is prepared to invest in your professional development which impacts on your ongoing performance.

Real estate can be a rewarding and exciting career but the company you chose to do this in makes a big difference to whether you will be successful.