

**Judith H. Reid Diversity Outreach
Scholarship**

Judy Reid was a member of the Greater Harrisburg Association of REALTORS® who was active in minority recruitment, and was instrumental in setting up this program that now bears her name. The scholarship covers tuition for the two required pre-licensing courses with the Greater Harrisburg REALTORS® Institute, the required textbook, and the state exam fee. The application fee is waived for membership to the Greater Harrisburg Association of REALTORS®. Applications for the scholarship are available on our Web site www.ghar.info or by calling the Association at 364-3205. Up to three scholarships will be awarded quarterly.

We have included the following information with this brochure:

Meet Our Instructors – highlights the experience and qualifications of our current pre-licensing instructors.

Current Course Offerings – lists specific dates and times for our upcoming courses, the costs, and registration instructions.

Selecting a Broker— suggests questions when interviewing brokers

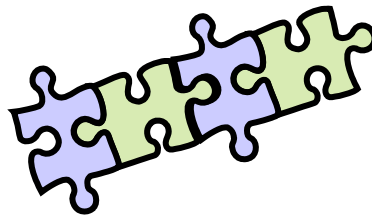


Equal Opportunity For All

Because success is determined by one's own goals and efforts, real estate careers offer the same opportunity to everyone, regardless of race, color, sex, religion, national origin, handicap, or familial status. Affirmative recruiting procedures and programs by brokers attempt to foster minorities' interest in pursuing real estate as a profession.

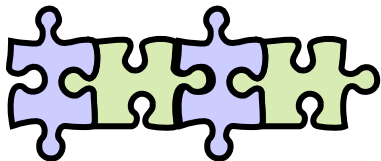
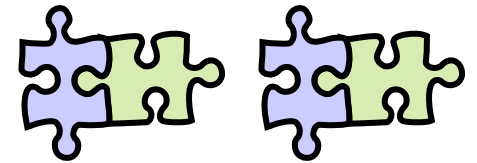
**Greater Harrisburg
REALTORS® Institute**

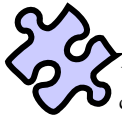
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*Puzzled about a
Career in
Real Estate?*

**Greater Harrisburg
REALTORS® Institute
will help
you
put the pieces
together!**





A Career in Real Estate

Whether you are looking to change careers or complement your existing career, real estate sales can be very exciting, offering great personal satisfaction and financial rewards. The field is a highly competitive business requiring a strong ambition to succeed.

A career in real estate can be challenging, and even those possessing all the skills are often unsuccessful. That's why it's important to know the facts up front. This brochure is designed to provide valuable information to assist you in determining if real estate is the career for you.

Real Estate Can Take You Down Different Paths

You'll find yourself wearing a number of different hats while working in Real Estate. You will find yourself working as a counselor, negotiator, advisor, and problem solver. You may also decide you'd like to concentrate on a particular area of specialization such as property management, commercial and industrial sales, appraisals, or relocation. Some licensees even elect to be personal assistants for other successful sales agents.

You may decide to obtain your broker's license and pursue the management side of real estate. Or you can get involved with the service-related end as a settlement agent for a title company or mortgage offices with a financial institution.



There are so many choices and directions you can pursue in real estate--you really are only starting to open the door when you obtain your license. Many areas of specialization demand high level skills which can only be achieved through additional education courses and training.

It's More Than Just Listing and Selling Properties

Projecting yourself as knowledgeable, competent, and confident is important. The best way to do this is to really know your material, be familiar with the various financial institutions and their lending terms, know your market area, and constantly be sharpening your skills.

You must learn to meet people and to talk with them sincerely. It is important to be an empathetic listener and to be able to put people at ease.

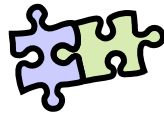
Within your firm, you will have certain requirements and responsibilities which can also help you produce. Monthly, you likely will be assigned a certain amount of "floor or

duty time"; when it is your responsibility to be available to handle incoming calls and questions concerning various properties. Good telephone skills and knowing your material can turn this into a golden opportunity to obtain leads.

You will need to do some prospecting, canvassing, or telephone calling, of specific market areas. This takes perseverance and consistency to identify potential buyers and sellers.

After you have spent some time in the business, you'll find that one of the nicest and easiest ways to obtain business is the referral. Previously satisfied clients will refer their friends and business associates to you.

In today's age of technology, possessing computer skills and having access to a computer is also a necessity. The internet is used frequently to market real estate companies, agents, and listings, as well as mortgage, school data, and other property information. There are many software products written specifically for real estate.



The Successful Professional

Those who become successful in real estate become so because they work at it. It takes self-discipline, motivation, and a will to succeed. The financial results and personal rewards make the hard work well worth it.

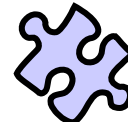
On-going education and training is an important part of the real estate business. Keeping yourself informed on industry trends and developments, newly enacted laws and regulations, and an ever-changing market area is not only good business, but good for business.

The Pennsylvania Real Estate Commission requires each real estate licensee to complete 14 hours of approved continuing education every two-year license renewal cycle. REALTORS® licensed on December 1, 2007 or later will need to complete required courses.

Getting Paid

As a real estate sales agent, you typically will not be a salaried employee; as an independent contractor, you will be paid on a commission basis. The money you earn will be based on your performance --you set your own goals and limitations. You will be paid a percentage of the total brokerage fee, a certain percentage for listing and a certain percentage for selling, once the settlement of the sale has occurred.

As a new agent, you will not be paid immediately—it will take time and plenty of work. Only you can determine - based on what you want to do—how soon and how much you'll make.



This Is The Job For You!! Let's Get Started!

In order to sell real estate in Pennsylvania, it is necessary to obtain a license from the Pennsylvania Real Estate Commission. To apply for licensure, an applicant must be 18 years of age, complete 60 credit hours of real estate instruction as prescribed by the Commission, and pass written examinations.

The Greater Harrisburg REALTORS® Institute offers the two courses, 30 hours each, "Real Estate Fundamentals," and "Real Estate Practice," needed to fulfill the education requirement. Students must attend 80% of the classes and earn a passing grade in each. Students must pay course tuition and purchase a textbook. An ordinary calculator is sufficient for these classes but down the road a successful real estate practitioner will want to use a financial calculator.

An applicant must then receive a passing score on the National and State licensing exam, which is administered by PSI at various locations. A fee of \$56 is charged for the license examination. Details on the test and testing procedures are found in the *Candidate Information Brochure* from PSI, which is available at the Greater Harrisburg REALTORS® Institute. Also included is information about obtaining the required criminal background check to submit with your licensing application.

The Big Decision – Choosing a Broker

As a licensed salesperson, your license must be affiliated with a licensed broker. It is important that you select a real estate firm that is right for you and your expectations. Different people have different personal habits and needs, so there are no hard, fast rules in selecting a broker. However, good common sense questions can help you evaluate the environment that is right for you.

For a new agent, an important question involves training/mentoring. What training is offered? How extensive is it and are there any extra costs? What topics are covered? What additional help is available? Because a good, solid background can be the key to a successful real estate career, it is important to compare training programs carefully.

Other things to consider in your selection include the firm's image, reputation, location, and involvement in the real estate industry and community. Also consider other benefits or programs that may be available for your use.

