

The 6 Traits Of Successful Real Estate Agents

Dr. Brian P. Simon has had a successful career in all aspects of real estate, from construction and land acquisition to mortgages, sales, and real estate agenting. In his new book, *The Real Estate Journey*, he explains what it takes to be a successful real estate agent.

“Real estate agents must be confident, positive, and able to take things in stride,” says Dr. Simon.

“Perhaps after purchasing your first home, learning so much about the process and making your own dream come true, you might be interested in becoming an agent and helping others find their home,” he writes. “This is in fact why many people decide to become real estate agents. They are, essentially, dreamers helping dreamers.”

Here are six key traits that those who hope to succeed as real estate agents must have:

1. **Confidence:** Act and speak with confidence. People need to believe in you so start believing in yourself. Maintain a positive attitude, stay informed, exude energy, and practice doing the things you’ll need to do to win people over. Stop the negative self-talk and embrace a belief in yourself.
2. **Build Others Up:** Make others feel good. Praise them, compliment their strengths, and show an appreciation for their interests and skills.
3. **Listen To Your Client:** To earn the trust and confidence of your clients, you have to have a clear understanding of their needs. Listen carefully to them.
4. **Don’t Make Promises You Can’t Keep:** Don’t speak without knowing the facts and don’t overstate your abilities or mislead a client. Stay one step ahead of your clients and show them you are working hard – and wisely – for them. Be their advisor and always stay in contact.
5. **Know What The Client Wants and Needs:** Be careful to know what your client wants – their budget, their desires, their needs. Will the house meet their age, lifestyle, and future challenges? Are they financially qualified? What expectations do they operate under? What were their past experiences like?
6. **Have A Great Listing:** Does the public listing of your property showcase its strengths? Is it priced right? Did you identify its unique features? Does it visually show well? Do you understand current market conditions and does the listing take them into account?

“Becoming and succeeding as a real estate agent can truly be a fun, challenging, and rewarding long-term career,” writes Dr. Simon. “It can serve as a full-time or part-time job, or you can work as a referral-only agent. Succeeding as a real estate agent really comes down to working hard, building momentum, and then leveraging your time through others and technology.”