

Real Estate

Is a Career in Real Estate Right with Today's Economic Woes?

By Evan Kane



Being a Real Estate Professional is the greatest career opportunity left in America! Bar NONE! Not only is the opportunity for financial reward unlimited, but so is the

personal satisfaction of helping people through one of the biggest emotional and financial transitions of a lifetime. Find any successful real estate agent and you will have found someone with a heartwarming story of how they personally made a positive impact on someone's life.

But with so many real estate companies downsizing and closing their doors is now a good time to make the transition into a real estate career? YES!

The hardest hit in the current real estate down turn, besides sellers who only have a few years of equity in their house, are the agents and brokers that belong to the

Old School of real estate. The dinosaurs that claim, "that's not the way we do it here", and refuse to develop strategies that fit today's market and economy are the agents that are dying off. The dynamic, optimistic, creative and highly trained counterparts representing the new generation of agents are ready to take their place. And just like in nature, as the un-evolving species die out, the new and improved species fills the space that was left vacant.

The Next Generation of Real Estate Professionals

Armed with a "can do" attitude and training, systems and tools that are superior in every way to what was provided their predecessors, these professionals are eagerly opportunistic. They recognize that there are more buyers and sellers between 21 and 49 than ever before in history, and they have access to interest rates that are STILL at historic lows. They also know that the American Dream is here to stay, despite the current challenges in the market place. The new breed of agent is poised to render the quality services that this demographic has come to expect. It takes that special person to see beyond the

news headlines and rise to the top – remembering that tough times don't last, but tough people with a vision for the future do!

Change Your Career Now

So if you are trapped in a career you don't love, or you are just looking for a way to supplement your income, I suggest you take a serious look at a full or part time career in real estate. Most real estate brokers have weekly career events. There you will be able to get the information you need to decide if you are ready to evolve into the next generation of real estate professionals.

Evan Kane is the broker/owner of WEICHERT, REALTORS® - Endeavor one of over 500 company-owned and franchised sales offices with nearly 18,500 sales associates in key markets throughout the U.S. A native of the North Shore and a member of the American Real Estate and Urban Economics Association, which is made up of economists and academics, Evan prides his company on taking a "scientific and systematic approach to the market."

Is a Career in Real Estate Right for You?

Professional, productive real estate professionals come from all walks of life.

Many from backgrounds just like yours.

*Get The Answers You Need To Decide At Our FREE Seminar
General Public, New Agents, & Experienced Agents Welcome!*

When: Every Tuesday @ 7PM

**Where: Weichert, Realtors - Endeavor
1121 Lake Cook Rd., Suite C
Deerfield, IL 60015**

For more information or to RSVP call:

847-282-3933



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