

## 7 reasons why now is the best time to get started in real estate

**1. Real estate is a cyclical business.** Although it's never easy to predict, real estate has always cycled up and down. Over the last few years there has been a great deal of pent-up buying where uncertainty has kept the market soft. The fact remains, everyone needs to live somewhere and Americans want to own where they live. It won't take long and it won't take much to turn a sour market sweet. It's going to come back and real estate professionals will reap the benefits.

**2. Buyers and sellers need real estate professionals** especially in a soft market. Even the language has changed. We're hearing words we've never heard before like *short sales*, *REO properties*, and *foreclosures*. If you're a seller today you definitely need a professional to get a property sold. If you're a buyer, the choices are overwhelming and you need guidance from a pro.

**3. Easy mortgage financing is a thing of the past.** Today the consumer needs direction, help, and assurance that financing is available. An important role that the professional real estate agent plays is guiding their clients to the right source of financing. People today need good real estate agents to help them through the complicated home loan process.

**4. The license laws in Illinois are changing** and the educational bar is about to be raised quite a bit ... right now you can enter the real estate business with 45 hours of pre-license education. Early next year that education requirement becomes 120 hours. It will never be easier or more economical than it is right now to get started in real estate.

**5. Complete job security.** There's no downsizing ... your job can't be sent overseas ... no boss is going to hand you a pink slip and no one is going to force you to retire. You'll work as an independent contractor and the only "boss" you'll have are your clients.

**6. Technology** has taken a lot of the drudgery out of the business. The Multiple Listing Service is no longer just a source of property searches. Today's MLS makes checking property tax records easy and mappings software and GPS has made getting from property to property easy. Today an agent can put a buyer's wants and needs into the system and new properties will automatically appear in the client's e-mail. Digital cameras, smart phones, laptops and notebook computers have changed the way agents work.

**7. Help wanted.** Because the real estate market has been soft, many less serious agents have left the business creating a tremendous need for good, professional, qualified real estate agents. When this market rebounds there will be an abundance of prospects and clients and you'll reap the harvest.

A true real estate professional can earn a good living when the real estate market is good or bad. Agents who stay well informed and educated change with the business climate. Regardless of the market, consumers need confidence that only comes from skilled professional guidance.