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Module – Academic and employability
skills BMSW4001

Assignment Title – ACE Practical
Portfolio

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In this report I will be discussing an estate agent and what skills and qualities they require to complete their job role on a day-to-day basis. Firstly, an estate agent is a person who negotiates or introduces individuals who are buying or selling a leasehold or freehold property as part of their job role.

To be a real estate agent there are not any formal qualifications which is required for anyone who wants to become an estate agent. However, having experience in customer service or sales work position will be valuable and make you look desirable to an estate agent who has an open position. Buyers and sellers both want a real estate agent who is working hard and finding good deals for them. This means an estate agent who has the correct skills and qualifications. There are many courses available online and in college to increase a candidate's chances of being hired.

As an estate agent there are many skills which you are required to have. For example, communication skill. This is important because when buying or selling properties the agent should be updating the client throughout the whole process. This means they will need to build an honest relationship and keep regular contact with the client, so they are able to pass them any new information and important updates. They should be able to listen a client on their wants and needs in a property and find the perfect match for their client. An estate agent should have a sound knowledge of the surrounding location of the house, the property they are advertising. If a family was looking for a property, the estate agent will need to know the location of the closest schools, what the crime rate. This is to make the property more appealing to the client which will make it easier to persuade them to purchase the property.

Buying or selling a home is a personal experience for all individuals. This makes it the real estate agents' job to adapt their communication skill and persona, adjusting communication style is when an individual adapts the way they communicate depending on the person they are addressing. This is so the real estate agent can change their communication style depending on who the clients is, in order to point them in the right direction. A real estate agent will need to have a personality that is flexible and adaptable dependant on the client they are overviewing.

Another skill an estate agent will need to be aware on how to use technology to their advantage. For example, during the pandemic people might not feel safe going outside to view properties. In this scenario an agent can utilise technology to their advantage. They can do an online viewing where someone records the property put it online for potential client to view. The great thing about this is that the clients is able view them from any location around the world 24 hours a day 7 days a week. This makes allows more people to view the property at once as if it were a face-to-face viewing its more time consuming and will be difficult to show properties while obeying the government's COVID restrictions that is placed on people.

The estate agent will need have a strong work ethic. This means the agent will need to find ways differentiate him/herself from other real estate agents. A great way to do this is through a strong mindset and a good work ethic. This can be proven to be quite difficult to

get both the parties on the same terms, the stage where are on good term and is willing to sign a contract. This means the real estate agent will need to stay firm and not give up on both the party when buying or selling a property. This process costs a lot of money so a potential client will look for a real estate agent who has a strong work ethic is willing to go to great lengths to satisfy each customer needs.

A big part of a real estate is listening. Listening skill is the ability to pay attention to and effectively interpret what other people are saying. As an agent you will need to listen to what your customers has to say, their wants and needs. For example, it could be what a client wants in a property, things like open plan kitchen, garden, garage, swimming pool etc. This means that they will need to listen to each client wants and needs in a property and look for a property that is ideal for them. They will also need to listen to customers when discussing how much money they are willing to spend in a property. They need to be aware how much the person wants to sell the property for which will allow them to show properties only if the specific properties are in that client's budget range. This makes it easier when potential buyers are looking for properties to purchase as they are only show properties which are in in their price range.

Another skill a real estate agent should have is confidence. The reason why a real estate agent will need to be confident is because they need to have faith in themselves that they can complete their job to the best of standards where both parties are happy. You need to show your clients that your aware of the industry and you have in depth experience in the industry. Also, they need to be confident when communicating to their clients. This is so the client knows you know what you are talking about and they are in good hands. an experienced real estate agent will have a large amount of information about the housing industry.

In this part of the report, I will be carrying out a SWOT analysis. Firstly, I will be looking at the positives of being a real estate agent. As a Real estate agent, you have a lot of flexibility with your scheduling. This means you can come up with a schedule that works best for you and around the time that you feel is the best time to work. This means that you are your own boss. You have the capability to change your rota around your day. For example, if you an appointment with the doctors and you need time off of work then you can do that. However, because most people are working during the weekdays you might have to use your weekends to show those people properties. If an individual begins working as a real estate agent, they have the potential to earn a large amount pf money depending on the hours they are willing to spend working as a real estate agent.

The weakness of being a real estate agent is that sometimes you will have a lot of free time, which means that you will need to find ways to utilise your time to the best interest of your business. There might also be times where you have clients that are not serious and quite frankly be wasting your time. For example, they might want you to take them on viewings and end up rejecting all the available options even though the property is what they described to you. Working as a self-employed agent you will have a lot of flexibility. If the individual is someone who does not know how to manage their time properly. This could be

disadvantage for them. If the individual is someone who is just starting out in the property ladder at first it might be slow and may not have that many clients. Therefore, it is vital for to be patient while the business is getting started.

There are many opportunities an individual can have as a real estate agent. For example, if that person wants to expand there, they can do so by re-investing the money back into the property. There is also opportunity to expand real estate agent knowledge about the local area of where they are working. Things like where schools are, if the client is religious then the closest location of their worship place, for a Muslim this would be a mosque, the nearest train station, bus stop etc. there are also other ways to benefit from being an experienced real estate agent. If you do manage to become successful in that industry there are so many ways you could use online to profit of your knowledge. For example, you could create an online course to share your knowledge and charge for that or create a book for people to buy. You could also turn that into an audiobook for people to buy so it is available for people to purchase 24/7 days a week. You could also make videos on YouTube or other social media to share with your audience where you will be getting paid.

Lastly in this report, I am going to be looking at advantages and disadvantage of being a real estate agent. The main benefit of being a real estate agent is that if you are working as an independent contractor, you are your own boss. As I mentioned earlier it is a very flexible job role, a real estate agent could create a rota which suits the real estate agent best which will help them work around the clock. As an independent contractor the real estate agent is in total control of their growth and in control of which directions, they would prefer to direct their business in. if the real estate agent wants to invest and hire assistants they could do so, this could potentially help the individual grow their business.

The disadvantages are that at the beginning the business will be slow, it would take time before the business really takes off. There might be a lot of barriers at the beginning. For example, taking people around to take them on viewings, the real estate agent might have to work weekends as people might be working during the weekdays. People are usually allured to being a real estate agent because there not specific qualification that is required or even experience. However, a real estate agent might also have to work long hours and might not even make any profit at the start of the journey.

A real estate agent is potentially in control of someone's whole life savings. They are a lot of high risk. For example, if there is slight error in communication it can potentially cost the client thousands of pounds. For example, if a real estate agent puts an offer on a property and somehow misses a deadline for things like inspection contingency, the client could be contractually obliged to buy the property or lose a portion of them of the money that was going to be used to buy the property.

There are many qualities which a real estate agent must possess. They should be able to let the client know valuation and marketing price of the property when buying or selling, this will depend on the property and the location. They should be able to market the property through advertisement. One possible way to advertise a property for free is through the internet by show casing them various social media. For example, Facebook. YouTube,

Instagram, Tiktok etc. They should start to form links and identify themselves with people who are in the property sector. This would help a real estate agent with potential purchasers and help them organise and conduct the viewings of properties. A real estate agent should be able to negotiate the terms of any potential offer between a client and a buyer, in order to help his/her client find the best possible deal. They need to be aware if there is any issue that arises throughout the process and solve it quickly and swiftly as possible.

In conclusion a real estate agent might look easy, but there are a lot of qualities that an individual will need to possess in order to thrive in that industry. There will be internal and external barriers that will come up while working but a real estate agent will need to solve those problems effectively, otherwise his/her client might be charged. This means there are a lot of risks that the individual should be aware of the ways it will cost their clients money if they do not handle the situation well.

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