



Real estate agents and brokers facilitate the sale or leasing of real property. Brokers and agents usually specialize in either retail, office, residential, industrial or land; however, their responsibilities are the same across property type.

Real Estate Leasing & Brokerage

Sales agents must work underneath the license of a managing broker. Brokers manage the firm, recruit new agents, determine the marketing budget for the office, the listings carried by the firm, and the activities of the sales agents. Sales agents often are independent contractors working for straight commission, which can range from 1% up to 7%, and are split between the buyer's agent and the seller's agent. Depending on the industry, brokers and agents' responsibilities can range from obtaining the property listing, marketing the property, showing the property, negotiating with buyers or sellers, helping to arrange financing for the client, preparing contracts and organizing the closing.

MAJOR DUTIES

- Develop comprehensive marketing strategies
- Advise on strategic positioning and pricing
- Negotiate lease/sale terms
- Identify property and lease values
- Prospect for potential buyers/tenants

“Scouting opportunities, connecting buyers and sellers, and making real property transactions happen is what I like best about my job.”

