

**HOW TO BREAK
INTO THE REAL
ESTATE
BUSINESS**

By

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GETTING STARTED WITH REAL ESTATE

Now that you've learnt how to sell properties in Nigeria, the next thing is to start selling those properties.

But how are you going to sell properties to sell if you don't have properties to sell in the first place?

That's why I created this section for newbies that are just trying to break into real estate.

So, let's go through this journey together.

FISHING FOR PROPERTIES

Alright....

There are different ways to get properties to sell, but I'll be talking about the ones that are relatable and less cumbersome.

But before I go all into it, there is one small advise I want to give you.

If you are just getting started with real estate, it is advisable to start with Lands.

Yes. Start by selling lands. The reason for this is for you to properly get your skin into the game and get familiar with the process, and because it is easier to sell lands than it is to sell luxury homes.

I know you want to make bastard money from luxury homes, but you need to start from the bottom and work your way up.

Don't worry, you will start making bastard money very soon. But it's important that you get yourself familiar with the business and build a portfolio.

Take your time to sharpen your marketing skills before stepping into the area where the big boys play.

I want you to see it as a pyramid. The bottom of the pyramid is very wide but it gets narrower as you go up.

Lands are at the bottom and luxury homes are at the top of the pyramid.

There are more lands than houses and there are more land buyers than luxury buyers.

So, you have a higher chance of selling lands as a beginner than selling Luxury homes.

WHERE DO I START FROM?

Now chill...

The first thing I'll tell you is to look for an established real estate company you can align with. I know you want to form your own company and be like "*Sir Kay Properties*", "*Madam Cash Realty*" etc...

I know you have big plans but you need to chill out. You are just starting out and you don't have a portfolio yet. So, you need to start from somewhere.

When you align with a company, you can sell their properties with their name. Since they are already known, you wouldn't have problems establishing your legitimacy.

Now see this; you already have the marketing knowledge, right? So, all you need to do is to sell their properties, build your portfolio and get your commission.

When you have successfully closed some deals and more confident in your ability, you can become a private realtor and start selling for different companies.

This process is necessary because you have a lot of things to gain from it. You get the opportunity to mingle with other people in the real estate space and share ideas with like minds.

And some companies teach you how to relate with clients and close deals, which will be useful for you in the long run.

HOW DO I GET STARTED?

Before I dive in, it's important that I tell you that your location has some sort of influence on who you work with.

- So, if you are looking for companies to work with, simply go to google and search for real estate companies in your location.
- For example; *“Real estate companies in Lagos”, “Real estate companies in Porthacourt”, etc....*
- You will see a list of companies you can work with as well as their contact details.
- Copy their contact details and reach out to them.
- Tell them that you are highly-skilled real estate marketer and you'll like to work with them.
- They'll respond to you saying they will like with you.
- After that, you can go to their office and have an official meeting. Where you will talk about everything surrounding your relationship and your commission.

This is how to step into the game and build your experience.

Some companies require you to buy an application form before you can join their team and sell for them, while some don't require you to pay anything.

“But yusuf, I’m not living in Lagos and I’ll like to sell properties there. What will I do now?”

Chill...

The world is a global village, thank God for the internet.

The thing is that you don’t have to be in Lagos to market products in Lagos. All you need to do is reach out to real estate plugs in Lagos and have an agreement with them.

They will send you briefs about properties available for sale and you can market them.

When you get leads, you connect them with the real estate company and get your commission when the deal pulls through.

The downside is that you might need to be physically present for inspection with the clients in some cases.

So, get ready to fly to Lagos when the need arises. Viva La Vida..

Route 2...

Another thing you can do is to look for properties that are for sale, take pictures/videos and start marketing them. But you must have reached out to the owner, and agreed on some things before you start marketing.

The downside to this is that some estates don’t allow just anybody to enter them. You must be a well-known realtor before you get access.

So, you choose the game that works best for you.

“Alright, I like everything you have said. But what do I say to the real estate company I’ll like to work with?”

Tell them ***“Heyy, I want to sell properties for your company and get my commissions in 6-figures. Are you down or not? Reply me ASAP. Thanks”***

Lmaoooo.... Don’t even try this. If you send me that kind of message, I’ll block you everywhere.

Below is a script you can use:

Hi {name}

I’m an experienced Real Estate Marketer and I’m interested in promoting your properties...

And I have a few ideas I would love to share with *you* as quickly as possible.

Please reply this email once you’ve read it.

Best regards.

{your name}

Thank you for your time.

SOME COMPANIES YOU CAN WORK WITH

- PWAN Homes
- ADRON Homes
- Revolution Plus Properties
- Billionaire Realtor Group (BRG) on Instagram
- Jason Button Realty (JBR) on Instagram

These are just some sure real estate plugs that will welcome you with wide arms.

Just go online, search for them and contact them via email or call.

Remember, it's a marathon and not a sprint. Take your time to work on your marketing skills and build your portfolio.

Don't be in a hurry, Rome wasn't built in a day.

And most importantly, get yourself connected to realtors that already have skin in the game.

You can't stand alone in the real estate business. Get contacts of some bosses and align with like minds.