

Principles of Real Estate: Career Foundations

Learn how agents define tasks, get paid, find clients, and use market data to build a successful real estate business.

Business Instructor: Daniel Brooks • 5 sections • 51 lessons • 18.50h total

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About this course

Starting a real estate career can feel overwhelming when you're unsure about the daily tasks, income methods, or how to find clients. This course breaks down those fundamentals, showing you exactly what real estate agents do from the first day to closing deals. You'll get clear answers on how to navigate the profession without the guesswork.

Through video lessons and practical case studies, you'll learn to define and prioritize agent duties, understand payment structures like commissions, analyze and communicate market data, generate leads effectively, and build a client database. We'll cover real scenarios to help you apply these principles directly to your career.

Course curriculum

Foundations and Preparation

- **Introduction to the Real Estate Profession (15m)**
Understand the role of a real estate agent and what the job entails on a daily basis, setting the stage for your career.
- **Understanding Local Real Estate Markets (20m)**
Learn how to assess and interpret local market conditions, which is key for making informed decisions.
- **Legal and Ethical Foundations for Agents (25m)**
Cover the essential legal requirements and ethical standards you need to follow to operate professionally.
- **Getting Licensed and Starting Out (18m)**
Step-by-step guide on licensing requirements and practical steps to launch your real estate career.
- **The Role of a Real Estate Agent (12m)**
Define specific duties and responsibilities, from client interactions to transaction management.
- **Building Your Initial Network (22m)**
Discover how to start forming relationships with other professionals and potential clients early on.
- **Setting Up Your Business Structure (30m)**
Practical session on choosing a business model and organizing your operations for efficiency.

Core Concepts: Daily Tasks and Payment

- **Defining Daily Tasks and Priorities (16m)**
Break down common daily activities and learn how to prioritize them for maximum productivity.
- **Listing Properties for Sale (25m)**
Walk through the process of taking on a listing, from initial meeting to preparing marketing materials.
- **Showing Homes to Prospective Buyers (18m)**
Techniques for conducting effective property showings that highlight features and address buyer concerns.
- **Negotiating Offers and Contracts (32m)**
Learn negotiation strategies and how to handle offers to close deals successfully.
- **Understanding Commission Structures (14m)**
Explains how agents get paid, including commissions, fees, and split arrangements with brokerages.
- **Additional Income Streams for Agents (20m)**
Explore ways to diversify income beyond standard commissions, such as referrals or consulting.
- **Managing Client Expectations (22m)**
Set clear communication strategies to keep clients informed and satisfied throughout transactions.
- **Working with Other Agents and Brokers (15m)**
Understand cooperative relationships in the industry and how to collaborate for mutual benefit.

- **Using Technology in Daily Tasks (28m)**
Integrate practical tech tools to streamline tasks like scheduling, communication, and document management.
- **Time Management for Real Estate Agents (19m)**
Develop a daily routine that balances client work, lead generation, and administrative duties.

Deep Dive: Market Analysis and Communication

- **Analyzing Market Trends and Data (24m)**
Learn to interpret key market indicators like inventory levels, price trends, and days on market.
- **Interpreting Comparable Sales (20m)**
Step-by-step guide on using comparable sales to price properties accurately and support client decisions.
- **Communicating Market Insights to Clients (18m)**
Practice framing data in clear, relatable terms that help clients understand market conditions.
- **Reframing Data for Different Audiences (16m)**
Adapt your communication style when presenting data to buyers, sellers, or investors.
- **Using Data to Price Properties (22m)**
Apply analysis techniques to set competitive and realistic listing prices.
- **Forecasting Market Changes (15m)**
Basics of reading economic signals and local factors to anticipate shifts in the real estate market as of 2026.
- **Case Study: Market Analysis in Action (30m)**
Review a real scenario where market data guided a successful transaction from start to finish.
- **Building Reports and Presentations (25m)**
Create professional market reports that showcase your expertise and build client trust.

Advanced Application: Lead Generation and Growth

- **Lead Generation Strategies Overview (14m)**
Survey effective methods for finding both buyers and sellers to grow your client base.
- **Online Marketing for Real Estate (28m)**
Use digital channels like websites, SEO, and online ads to attract leads in today's market.
- **Social Media and Content Creation (22m)**
Develop a social media presence that engages your audience and generates interest in your services.
- **Referral Systems and Networking Events (18m)**
Build and maintain referral networks with past clients, friends, and industry contacts.
- **Cold Calling and Direct Outreach (16m)**
Techniques for making initial contact with potential clients through calls or emails.
- **Generating Buyer Leads (20m)**
Specific tactics for attracting individuals looking to purchase homes in your target areas.
- **Generating Seller Leads (24m)**
Methods for identifying homeowners who may want to sell, including expired listings and FSBOs.
- **Nurturing Leads Through Follow-Up (26m)**
Create a follow-up system that keeps you top of mind and converts leads into clients over time.

- **Converting Leads to Clients (19m)**
Learn the steps to move a lead from initial contact to a signed agreement.
- **Building a Sustainable Lead Pipeline (30m)**
Organize your lead sources to ensure a steady flow of potential business without burnout.
- **Measuring Lead Generation Success (15m)**
Track key metrics to see what's working and adjust your strategies for better results.
- **Adapting Strategies Based on Results (22m)**
Real case study showing how to pivot lead generation tactics based on performance data.

Implementation & Next Steps

- **Introduction to Client Databases (16m)**
Understand why a database is essential for managing relationships and tracking interactions.
- **Choosing and Setting Up a CRM System (24m)**
Compare popular CRM tools and learn how to configure one for your specific needs.
- **Entering and Organizing Client Data (20m)**
Best practices for inputting contact details, notes, and transaction history accurately.
- **Managing Contact Information (18m)**
Keep your database updated and segmented to target communications effectively.
- **Tracking Client Interactions (22m)**
Log emails, calls, and meetings to maintain a clear record of all communications.
- **Using Databases for Targeted Marketing (25m)**
Leverage your database to send personalized messages and market updates to clients.
- **Building Long-Term Client Relationships (30m)**
Strategies for staying connected past the transaction to encourage referrals and repeat business.
- **Maintaining and Updating Your Database (15m)**
Schedule regular reviews to clean data and ensure it remains useful for your business.
- **Integrating Databases with Other Tools (28m)**
Connect your CRM with email, calendars, and marketing platforms for smoother workflows.
- **Case Study: Database Management in Practice (32m)**
Examine a real agent's database setup and how it contributed to their business growth.
- **Reviewing Key Concepts from the Course (20m)**
Summarize the main principles learned, from tasks to lead generation and data management.
- **Practical Exercises for Skill Reinforcement (40m)**
Hands-on activities to practice what you've covered, such as creating a lead plan or sample database.
- **Preparing for the Next Course in the Series (18m)**
Get an overview of what's ahead in Course 2 and how to apply these foundations moving forward.
- **Final Assessment and Certification Path (25m)**
Complete a final quiz and learn about steps to earn a certificate or move to advanced courses.

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