



REAL ESTATE

HOW TO SURVIVE YOUR FIRST YEAR

THE BUSINESS - GETTING STARTED



RealEstateMediaCourses.com

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Setting yourself up for success in any business venture is very important. You may have to have a side hustle in the beginning to help generate revenue to support your new business.



1 | FOCUS ON BUILDING YOUR NEW BUSINESS

When I started ListerPros, I did real estate sales as a sideline. I was a father of three, and my wife wasn't working. So it was important for me to provide for my family. Everyone has a different situation, but you should not expect to make big sums of money when you're starting out.

When possible, you should set aside money or have something that brings in revenue as you try to focus on building your new business.



2 | BUSINESS AVAILABILITY

Business Availability is critical. Let say you're going to have to have some sort of side hustle that is flexible. It would be hard to pull this business off working if you are working for a nine-to-five job. So when you don't have a regular job, you still need to earn money.

So what I did was to buy and sell cars to make extra money when I wasn't doing real estate. By doing this, it allowed me to fulfill any appointments my clients needed me for. There were even times when I was reaching out to home sellers trying to get listings while I was driving between photography jobs. I was taking advantage of all the free time I had to generate revenue.

There are plenty of options like ride-sharing, delivering food, or whatever it takes to fill the gaps and generate additional revenue you need. By the time I hit my six-month mark, I was making over \$10,000 a month in this business. But I put in a lot of work to get to that point. I sent out emails, went to meetings, and did anything else I could do to get my name out there and bring in new clients.

I was fortunate enough to get a few genuinely good customers on board in the early stages of my business, which helped propel [ListerPros](#) towards success.



3 | TARGET RIGHT CUSTOMERS

It's important to focus and target the right real estate teams and agents that do a decent amount of business when you're just starting.

You want a solid customer base to set you up for success. So if you can land some big clients, you'll be able to make good money and not have to rely so heavily on side hustles.

