

WHAT DOES IT MEAN TO BE AN INDEPENDENT REAL ESTATE ADVISOR?

If you have thought about quitting your job to start a new project on your own or earn an extra penny with another activity that gives you positive returns, it might be convenient for you to become an independent real estate advisor.

What functions does an independent real estate advisor have?

Among the functions that a real estate professional with this profile must perform are to carry out the negotiation from beginning to end with the client, manage the purchase or rental processes, as well as the corresponding procedures and at the same time monitor both the commercial procedures subscribed. in the law as stipulated by the industry.

In addition to this, there are certain advantages when working under this scheme, since it is possible to have absolute control of the entire business: of plans and decisions. However, there are some weaknesses and risks to take.

Weaknesses and risks when becoming independent

One of the weaknesses that arise when an individual becomes an independent real estate consultant is that they do not have the necessary budget to invest in development.

As it is essential to advertise and give visibility of the properties, this reason can reduce the chances of real success, because the goods that are being commercialized lack display.

Another risk is that without a well-supported business plan that shows different scenarios, it will be difficult to make a sale or generate income to the lessor who hired you.

It is also important to build up a vast client portfolio and, if possible, work for a while in a large real estate agency to learn its tricks and tricks, because otherwise, inexperience could be counterproductive.

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Some time ago Ángel Valdés, president of the Association of Professionals in Real Estate Marketing (APCI) through the sector portal, ObrasWeb, stated that in Mexico City there are “11 thousand 618 real estate advisers, but less than 10% are affiliated with an association or is certified”.

The foregoing reflects the great need to professionalize the sector and provide the necessary tools to unaffiliated advisers so that they have higher levels of conversion of operations. So the independent advisor, due to his lack of training and knowledge of the industry, would easily give up.

At the same time, he may be an agent who has been in the middle for a long time, but for whatever reasons, he prefers to knock on the door of autonomy. In this case, he probably already has a strong enough client portfolio and a guide on how to do things correctly; equation that will surely bring you good spirits.

Of salary

As a freelancer there are advantages that someone who works for an agency does not have. The salary is set by himself based on his work and your productivity; however, it can be quite variable and conditioned to other factors that may also have an impact (operating expenses, etc.).