

# REAL ESTATE

## Career Guide

**YOUR  
NEXT  
MOVE**



# 2

## Real Estate Overview

We're so glad you're here

Welcome to the world of Real Estate! This dynamic field offers a chance to build a rewarding career while directly impacting lives and influencing the built environment. Help people realise the dream of homeownership, secure lucrative commercial deals, or shape the skylines of tomorrow.

This guide serves as your compass, navigating you through the exciting opportunities, essential skills, and the latest regulatory requirements for becoming a successful real estate professional in South Africa.





## Career Roles in Real Estate:



The real estate landscape offers a diverse spectrum of roles, each crucial in bringing properties and people together. Here are some key players:

- **Estate Agent:** The trusted advisor, guiding buyers and sellers through the intricacies of property transactions, from marketing and negotiations to finalisation.
- **Property Valuer:** The independent assessor objectively determines the market value of properties for various purposes, like sales, mortgages, and taxes.
- **Property Developer:** Visionaries of the built environment, transforming ideas into real estate projects, from residential communities to commercial hubs
- **Commercial Property Broker:** Orchestrate the dance of big deals, connecting investors and tenants with office spaces, industrial units, and retail properties.
- **Property Manager:** Guardians of the built space, overseeing the maintenance, tenant relations, and financial aspects of residential and commercial properties.

# The Skills Needed to Become a Real Estate Agent



While the world of real estate may seem glamorous, success hinges on a strong foundation of essential skills:

- **Communication:** Building trust and forging relationships through clear, persuasive, and empathetic communication with clients, colleagues, and stakeholders.
- **Negotiation:** Master the art of win-win negotiations, secure the best deals for clients and ensure mutually beneficial outcomes.
- **Market Knowledge:** Stay ahead of the curve and understand local market trends, property values, and legal regulations.
- **Sales and Marketing:** Network well, effectively showcase properties, present compelling offers, and attract potential buyers and tenants.
- **Financial Acumen:** Possess basic financial literacy to understand transactions, mortgages, and property valuations.





## How to become a Real Estate professional:

4

### Comply:

To protect the interest of the public, government has passed strict regulations. The Property Practitioners Regulatory Authority (PPRA) governs the industry. It requires that professionals:

1. Apply to become a candidate for a position at a registered estate agency.
2. Register with the Property Practitioners Regulating Authority (PPRA) and receive the Fidelity Fund Certificate (FFC)
3. Gain the necessary qualifications, such as the Real Estate NQF4 qualification or an equivalent.
4. Complete the candidacy period.
5. Send in the letter of completion of candidacy and submit a logbook to the PPRA
6. Write and pass the Professional Designation Exam (PDE)





## How to become a Real Estate professional:

5

### Chart your course:

- Gain experience: Volunteer, become an intern
- Network and connect: Forge relationships with industry professionals.
- Sharpen your skills: Master sales, communication, negotiation, and market knowledge.
- Explore specialities: Choose residential, commercial, or niche markets.

### Remember:

- Dedication is key: Success takes time, continuous learning, and hard work.
- Client focus is paramount: Build trust and provide excellent service.
- Embrace the dynamic market: Adapt to stay ahead of the curve.



# Financial Overview

Depending on the field of Real Estate you choose, the salaries vary greatly. Office-bound occupations pay a fixed salary, while those in sales are commission-based. We focus here on sales-related positions.

## Starting (no salary, commission-based):

- Expect a period of 6-12 months before making consistent sales and earning enough to support yourself comfortably.
- Many new agents struggle financially during this time and must rely on savings, part-time work, or family support.
- Focus on building relationships, prospecting for leads, and closing deals to accelerate income generation.

## Moving towards stability (potentially some base salary):

- After gaining experience and securing some successful sales, some agencies may offer a small base salary in addition to commissions.
- This can provide a safety net and alleviate some initial financial pressure.
- Continue to develop your skills, network actively, and strive for consistent performance to increase your income.





### Consider

- Some people start working in Real Estate while they have another full-time position, which is possible because much of the Real Estate work takes place after hours and on the weekend.
- The real estate profession can be a challenging and competitive field, especially financially at the outset.
- Be prepared for a period of hard work and hustle before achieving financial stability.
- Many successful agents attribute their success to perseverance, resilience, and continuous learning.
- Once established, the profession can be financially rewarding.





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# Conclusion



The real estate market is ripe with potential, offering lucrative opportunities and dynamic challenges. By equipping yourself with the necessary skills, understanding the regulatory landscape, and embracing continuous learning, you can embark on a fulfilling career in this ever-evolving field. So, put on your real estate hat, find your feet, and get ready to shape the future of South African property!





# Have Any Questions?

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