Happy with career = happy with life

This may seem obvious, but we found that agents who are happy with their real estate careers—and with the daily tasks related to those careers—are more likely to be happy with their lives in general.

😊 Agents who describe themselves as happy with their real estate careers were 88 percent more likely to be happy with their lives in general.

😊 Agents who describe themselves as happy with the day-to-day tasks they perform in their real estate careers (generating, tracking, and following up with leads; attending client appointments; etc.) are 52 percent more likely to be happy with their lives in general.

How to be happy with your real estate career

The majority of happy agents say that the best part of their job is being able to work with and help other people. Meeting people was the top reason cited for getting into real estate and enjoying it. But there are other aspects of the business that create a feeling of fulfillment:

😊 37.1 percent say that meeting and helping people is their favorite part of real estate.

😊 8.4 percent cite the flexible schedule and the freedom it affords them.

😊 7.9 percent feel that the potential to earn unlimited income is the best part of their careers.

😊 2.6 percent enjoy the challenges, such as finding the home that is just right for their clients.

Agents who entered the real estate industry because they wanted to meet new people are the most likely to be happy, followed by those who entered it because they wanted to be their own boss. Interestingly, agents who took on a real estate career to have a flexible schedule are the least likely to be happy.

Who’s happiest? The agent with the most flexible schedule or the one meeting the most people? To help discover what makes real estate agents happy, Market Leader conducted a survey of over 3,000 agents, asking them how happy they are with their real estate career, real estate tasks, their income, and their lives outside of their profession.
The more time agents spend meeting with clients, the more likely they are to be happy with their real estate careers.

Now, here's a finding that won't be surprising: Agents who make more money—$100,000 or more annually—are happier in their careers and their lives in general than those who don't make as much. And it's been said that money doesn't buy happiness!

**Tools and technology**

Since spending time with clients is the most “happy-making” activity, it only makes sense that an agent who wants to be happy should use systems, tools, and technology to free up their time.

Software can make an agent’s life easier and is the secret to success for many agents. Real estate agents who have websites that generate business and who use software to help their businesses are more likely to be happy.

**A website that generates business**

Agents who don’t have a website are about 25 percent more likely to be unhappy in their careers than agents who have at least one website. More surprising is the finding that these agents are less likely to be happy with their lives outside of real estate.

A good website generates leads, so it only stands to reason—since leads equal more business—that the agent with a website will be happier than one without. Market Leader’s survey dug a little deeper, however, and confirmed that the agents most likely to be happy are, indeed, the ones who get business from their websites!

If you take nothing away from this study other than the following, it will be worth the read:

**Agents who generate the majority of their leads from their personal websites are happier and make more money. In fact, they are 16 percent more likely to be happy with their real estate careers and a whopping 106 percent more likely to have earnings that exceed $100,000 in commission income per year.**

What makes it possible to get leads from your website? You need a website optimized to convert visitors to leads and a system to get traffic to your site. You also need software to convert those leads, including:

- **A CRM (Customer Relationship Management) system**

Depending on local real estate prices, it will probably take a lot of leads to make more than $100,000 per year, and lots of leads are difficult to manage without CRM software. Real estate CRM/contact management systems allow you to keep track of your leads and contacts, including all of their pertinent housing information, all of your communications and history with them, important details like their preferred type of neighborhood, and personal details like their birthday.

Robust CRM systems for agents are integrated with their real estate MLS/IDX website, so they can see when a lead is actively looking at listings and what they are looking for. This makes it easier to know which lead is the hottest and closest to making a transaction.

If you are seeking career success and fulfillment, get an integrated contact management system. Agents who use one are almost 47 percent more likely to make over $100,000 per year.

**Email marketing system**

Good customer relationship management is not complete without the addition of a good email marketing system. Email marketing is the ideal way to keep your leads engaged, and it’s an easy way to keep in touch with past clients. Agents who use email marketing systems are more likely to get leads from referrals than agents who do not use them.

Agents who use both contact management and email marketing systems are 34 percent more likely to make more than $100,000 a year. No wonder agents who use these combined systems are almost 11 percent more likely to be happy with their real estate careers than their peers who don’t use them!

Agents who specifically use Market Leader systems—contact management, email marketing, website, and lead-generation—are more likely to be happy. In fact, 89 percent of agents who have been using Market Leader systems/leads for six or more months are happy with their careers. According to the survey, Market Leader customers were happier than the average agent with career, real estate income, tasks, and life overall.

This finding seems to reinforce conclusions reached earlier in this paper: Agents are happiest who learn to leverage systems designed to: 1) increase business success so they can reap financial rewards, and 2) improve efficiency so they can spend more time meeting and helping clients.