



5 Tips to Evolve *With* the New Real Estate Era

Inspiration For Achievable Growth

An ebook from



The CE Shop



Introduction

So. You got your license. Built your business. Paid your dues. And now, the industry is growing. Nudging you alongside it with new ideas, new tech, and fresh voices.

If you're struggling to adapt, you're not alone. This is the biggest challenge we hear from real estate professionals, day in and day out.

That's why we reached out to our trusted experts across real estate, appraisal, mortgage, and home inspection. We asked them about the future of real estate, and what you can do to stay fresh, innovative, and relevant.

Bottom line? Don't fight the change. Instead, figure out how to evolve *with* it.



TIP 1

Practice meaningful listening.

Because clients represent more than just your livelihood.

They're passionate people with big goals, just like you. That's why it's crucial to have real conversations about their needs and challenges, gather that intel, and use your real estate powers to help them achieve.



Real Estate

"I'm a member of a monthly group of single women in the industry. We go to lunch somewhere fun once a month. We always end up talking about work. We support each other and give each other encouragement and possible solutions to issues. Sometimes it is just important to talk to people who are in the trenches also."

– **Amy Adams**, Associate Broker & National Real Estate Expert



Mortgage

"Find common ground and then remember it. Kids go to the same school; you're both veterans; you both have the same breed of dog. Then you can make a connection with your client. They will feel like you understand them and will do the best you can for them because you have that connection."

– **Michelle White**, National Mortgage Expert



Appraisal

"My 'aha' moment came when I made a conscious effort to answer every phone call and started spending time with clients EVEN IF I wasn't making money. Remember, appraisal is about servicing the public."

– **Becky Jones**, Real Estate Appraiser & Instructor



Home Inspection

"Surround yourself with a great network of folks in the industry and learn as much from them as possible. For example, we participate in the Real Producers magazine events, where we serve in any way possible, like shooting event photography. And in any group, simply get in front of the realtors. This helps with developing friendships and trust. People will do business with you if they know you, like you, and trust you."

– **Chris Kjeldson**, Home Inspector & Instructor

TIP 2

Diversify your skillset.

And become economically resilient.

Boosting your business might not be as painful as you think. A rare industry where you can quickly diversify with additional licenses and certifications, real estate allows you the opportunity to craft your own safety net.



Real Estate

"If you have multiple skills (appraisal, MLO, home inspection, etc.), you can get your eggs from multiple revenue streams when the market may be sluggish. So just take the classes now and start branching out. Being a double threat, or even triple threat, broadens your earning potential when the market might be slow."

– **Amy Adams**, Associate Broker & National Real Estate Expert



Mortgage

"There are benefits to seeking out other areas inside your industry. You'll learn more about your own industry and how it relates to the whole home buying process. And keep in mind that licensed Real Estate Agents can also be licensed Loan Originators! So, when you are not selling houses, you can provide loans to home buyers."

– **Michelle White**, National Mortgage Expert



Appraisal

"Diversify appraisals and look into valuation services (like teaching). Start out in lending work, private work, specialty work OR hired for a governmental job. Appraisal work has lots to do!"

– **Becky Jones**, Real Estate Appraiser & Instructor

Did You Know

15,700
job openings

are projected each year through 2032 for construction and building inspectors.

(BLS June 2024 Data)



Home Inspection

"Technical knowledge is key. Always take more courses than required, especially to advance in the industry."

– **Chris Kjeldson**, Home Inspector & Instructor

"You want to be the smartest person at the kitchen table when going through the inspection report with the client and agent. It feels very reassuring that you're helping people with their home purchase."

– **Steve O'Donnell**, Home Inspector & Instructor

TIP 3

Get proactive.

Because when you think ahead, you get ahead.

This industry is about more than doing what's asked of you; it's about exceeding what you ask of yourself. That means always pursuing new business, staying abreast of market changes, and understanding how these changes impact the lives of the clients you serve.



Real Estate

"Learning to ask for business is a muscle you have to grow to be successful in this business. Setting expectations and meeting them is key to developing trust."

- **Amy Adams**, Associate Broker & National Real Estate Expert



Mortgage

"Networking doesn't just happen at networking events. It happens at community events, kids' soccer games, church, standing in the grocery line."

- **Michelle White**, National Mortgage Expert



Appraisal

"Join your local association or REALTOR, become the market expert, and social media your journey."

- **Becky Jones**, Real Estate Appraiser & Instructor



Home Inspection

"You must be passionate about moving forward constantly, which means planning ahead. Following The CE Shop and American Home Inspectors Training's (AHIT's) marketing plan, for example, can double or even triple an inspector's income in the second year, as it did for me."

- **Chris Kjeldson**, Home Inspector & Instructor

Did You Know

Average pay by profession. (Salary.com June 2024 Data)



TIP 4

Be yourself.

And the right clients will follow.

Lean in to your personal passions, and get involved in your local community. When you do, you'll instill client trust, make meaningful connections that will last you a lifetime, and ultimately boost your business.



Mortgage

"There are benefits to seeking out other areas inside your industry. You will learn more about your own industry and how it relates to the whole home buying process. You may even stumble on your 'niche,' that one group of clients that makes you smile to yourself or that one type of property that you can be passionate about. Then you can become the expert that stays busy because you know your stuff."

– **Michelle White**, National Mortgage Expert



Appraisal

"When it comes to establishing trust and building relationships, transparency works."

– **Becky Jones**, Real Estate Appraiser & Instructor

Did You Know

75%

Real Estate Appraisers
rate **job satisfaction** HIGH at 72%.
(payscale June 2024 Data)



Home Inspection

"When I first started, I'd been part of so many activities over the years that I had a very large database of contacts (church leadership for 15 years +, band clarinet section manager for ten years plus many groups I'd played in, competitive soccer coach for 14 years, teaching karate for 14 years, my professional network, etc.). So I reached out to my existing network via e-mail, and a few of those e-mails panned out in a significant way."

– **Chris Kjeldson**, Home Inspector & Instructor

"Be yourself. It's a referral business and your personality is a huge factor in obtaining inspections from Agents. You can only be phony for so long."

– **Steven O'Donnell**, Home Inspector & Instructor

Try something new.

Because when you stop playing, you stop innovating.

Be curious, always. Curious about untapped markets, better processes, undiscovered knowledge, and new paths to success. Curiosity, in this context, doesn't kill — it inspires.



Real Estate

"You always learn something, even if it is a class you have already taken. AND take the course you don't think you need. Be open minded. Don't resist change."

– **Amy Adams, Associate Broker & National Real Estate Expert**

Did You Know

↑ **3%**

Real Estate **Agent/Broker** jobs are projected to **grow 3%** from 2022-2032.
(BLS June 2024 Data)



Mortgage

"Get additional certifications. If you find yourself needing to move to a new company, you can slide into their open positions easier and you make yourself more valuable to your company. Remember that times change! The market changes! Your education should be fresh and relevant."

– **Michelle White, National Mortgage Expert**



Appraisal

"If you're looking to boost your business, try mailing a card every single day to clients or contacts."

– **Becky Jones, Real Estate Appraiser & Instructor**

Did You Know

↑ **5%**

Real Estate **Appraiser** jobs are projected to **grow 5%** from 2022-2032.
(BLS June 2024 Data)



Home Inspection

"Don't become complacent. Always think about being fresh, modern, and innovative, whether it be staying on top technically by studying and taking CE classes or thinking and being open to new avenues to market. With CE, for example, I build the new knowledge I learn into my inspection report template as needed."

– **Chris Kjeldson, Home Inspector & Instructor**

Get to know our experts.



Amy Adams

Roles: Associate Broker, National Real Estate Expert (The CE Shop)

Experience: 17 years

Certifications: Certified Distance Education Instructor (CDEI) and Gold Standard Instructor (GSI)

Career Path: Amy started her career as a hairstylist in the mid-90s, which she pursued for nearly eleven years before deciding she needed a change. That's when she found real estate.



Chris Kjeldson

Roles: President and Owner of Ground Floor Home Inspection, Inc., Certified Professional Home Inspector, AHIT Technical Trainer

Experience: 11 years

Education & Certifications: BS in Business; AHIT graduate; ASHI-Certified Inspector

Career Path: Chris spent his early career working for corporations as a Controller/CFO. When his company was downsized, he decided it was time for a career change. A real estate agent friend recommended home inspection, and the rest is history.



Rebecca (Becky) Jones

Roles: Certified Real Estate Appraiser, AQB Certified USPAP Instructor

Experience: 30 years

Education & Certifications: CDEI, DREI, and AQB Certificated USPAP Instructor...to name a few

Career Path: Becky started her career as a real estate agent in 1987. A few years later, after discovering her inner data geek, she evolved into the appraisal field.

Get to know our experts.



Michelle White

Roles Held: National Mortgage Expert (The CE Shop)

Experience: 34 years

Education & Certifications: BSNS and Master of Education, CDEI

Career Path: Michelle started out as a loan officer assistant in the early 1990s, later evolving into several notable roles such as a Loan Originator, Mortgage Compliance Officer for a state housing authority, and a Partner Outreach and Education Officer.



Steve O'Donnell

Roles Held: Home Inspector, AHIT Technical Trainer

Experience: 30 years

Education & Certifications: BS in Zoology/Chemistry; AHIT graduate; ASHI-Certified Inspector; BPI Certified Building Analyst; licensed General Contractor

Career Path: Steve worked as an Environmental Consultant for six years after college before discovering home inspection. And he's never looked back. He's also held licenses in General Contracting and Real Estate in several states.

► Our Mission

To ignite your full potential and continuously guide your career through innovative thinking, evolved technology, and valuable learning.

► Our Vision

To make your purpose attainable.

Feeling Inspired Yet?

Grow Your Career (or Just Your Aptitude)
For the New Real Estate Era.

When you're ready to take action on these meaningful insights, we're here for you.

Stay up-to-date on your continuing education in [real estate](#), [appraisal](#), [mortgage](#), or [home inspection](#).

Explore new licensing education in [real estate](#), [appraisal](#), [mortgage](#), or [home inspection](#). Or, get ahead of your competition with [ProPath](#), professional development for the overachiever.

Have Questions?

Reach out to us seven days a week via email, phone, or chat.

Reach Out!

