

# Cost to be a REALTOR®

## Basic Costs - \$4,155 Total

RECA Eligibility \$350	area learn Fundamentals Course \$600	RECA Exam & Practice Tests \$235	area learn Practice Course(s) \$400 each	RECA Exam & Practice Tests \$235	*Brokerage Fee *Varies
RECA License \$750	*Board Fees & Dues *Varies	AREA Initiation Fee \$800	AREA Annual Fee \$275	CREA Initiation Fee \$200	CREA Annual Fee \$310

## Additional Costs

### Basic

### Moderate

### High

CRM	\$0	\$1,000	\$1,300
Reciprocity enabled website	\$300	\$3,000	\$5,000
Promotional marketing materials	N/A	N/A	N/A
<b>Business Cards*</b>	\$150	\$500	\$700
<b>Open House Signs*</b>	\$450	\$600	\$900
<b>Branding*</b>	\$750	\$1,500	\$3,000
Marketing Folders	\$0	\$500	\$1,000
<b>Personal Marketing Brochures*</b>	\$0	\$200	\$2,500
<b>Other Marketing Collateral*</b>	\$0	\$500	\$1,000
Client Closing Gifts	\$250	\$500	\$1,000
Printing costs	\$500	\$500	\$500
<b>Business attire*</b>	\$500	\$1,000	\$2,000
<b>Business Phone*</b>	\$300	\$300	\$300
Laptop	\$500	\$1,000	\$1,500
Office Supplies	\$100	\$300	\$500
	\$3,800	\$11,400	\$19,200
<b>+Brokerage &amp; Board Fees</b>			
*Amounts may vary based on local boards	<b>Total</b>	<b>\$7,600</b>	<b>\$15,555</b>
			<b>\$23,355</b>

**Business Cards\*** ..... Based on 1,000 cards  
**Open House Signs\*** ..... Based on \$150 per sign  
**Branding\*** ..... Headshots, branding, social media  
**Personal Marketing Brochures\*** ..... Based on 500 brochures  
**Other Marketing Collateral\*** ..... Inserts into packages, etc.  
**Business Attire\*** ..... Suits/pantsuits, shirts/blouses, shoes  
**Business Phone\*** ..... New smartphone with contract