

Cost to be a REALTOR®

Basic Costs - \$4,155 Total

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

Additional Considerations

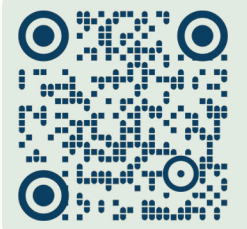
*Some items may be provided in brokerage fees

	Basic	Moderate	High
CRM	\$0	\$1,000	\$1,300
IDX / reciprocity-enabled website	\$300	\$3,000	\$5,000
Promotional Marketing Materials	As Neccessary	As Neccessary	As Neccessary
Business Cards	\$150	\$500	\$700
Open House Signs	\$450	\$600	\$900
Branding	\$750	\$1,500	\$3,000
Marketing Folders	\$0	\$500	\$1,000
Personal Marketing Brochures	\$0	\$200	\$2,500
Other Marketing Collateral	\$0	\$500	\$1,000
Client Closing Gifts	\$250	\$500	\$1,000
Printing Costs	\$500	\$500	\$500
Business Attire	\$500	\$1,000	\$2,000
Business Phone	\$300	\$300	\$300
Laptop	\$500	\$1,000	\$1,500
Office Supplies	\$100	\$300	\$500
Subtotal	\$3,800	\$11,400	\$21,200
Total	\$7,955	\$15,555	\$25,355

Assumptions

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

Not including Brokerage & Board Fees
*Amounts may vary based on local boards



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Figures current as of August 2026. Fees change regularly and without notice, so always verify current amounts with RECA, AREA, and your local real estate board. REIX (errors and omissions) insurance is mandatory to practice in Alberta; a portion is included in your RECA licence fee, and any additional premium should be confirmed with RECA. GST is not included in pricing representations.

