

Feeling burned out? How to get excited about real estate again

When you love your job, you're better at it

BY JULIE NELSON

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Real estate is an amazing career, but it's not always perfect. Many of us struggle in our careers. Maybe you've lost the spring in your step, and you're feeling unfulfilled. Or maybe you've forgotten why you're doing this.

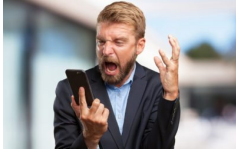
I want to help you get back to what you love about your real estate career; it's what I call "renewing your joy."

No matter your profession — teacher, writer, [real estate agent](#) — if you love what you do, you're going to be much better at it.

Sometimes, we just need to remind ourselves that we *actually* still love it.

Get in touch with your passion

When you feel the tugging burden of **burnout**, ask yourself these questions to reignite your joy:



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- Are you having fun?
- What is it you like best about the business?
- Who is your favorite client ever?
- What's your favorite thing about being in real estate?
- Why did you get into real estate in the first place?

During a slow time or when I'm dealing with a tough client, I find that it can be reinvigorating to think of why I started real estate in the first place to remind myself why I'm here.

The lights turned on

That last question is a big one for me. My first career was in high tech. I was successful but beginning to come to terms with the fact that my career path was never going to bring me great joy, and I'd have to find it elsewhere in life.

Needless to say, I didn't love what I was doing. And then, 18 years ago in that high-tech land, I was laid off. But it was a good thing.

I was between jobs and looking for opportunities in technology or training because that is what my resume suggested I should be doing. In the middle of my job search, I was having pizza with friends who owned a small boutique real estate firm.

They both looked at me and said, "You should come work with us."

It was like someone finally turned on the lights — I had a complete wakeup call that *this* was what I wanted to do!

Within 24 hours, I decided that this would be my new career path. I had my license in 30 days, my first client in the next 30, and in my first year, I sold \$3.5 million. That was in 1999.

And for the first time in my professional life — I had fun! I got to work with friends, and I was helping people create something great in their own lives.

As it turned out, being laid off from my tech career was the universe telling me that it was time for a change.

Lighten your load

supposed to be doing.

So when the going gets rough, just take some time to think back to your beginning, your roots. Remember why you got into this business and why you love what you do. Your burden will lighten considerably.

Julie Nelson is the chief success officer at [The Nelson Project](#), Keller Williams Realty in Austin, Texas, and the author of [Success Faster: Quickly Launch or Relaunch Your Real Estate Career](#). You can follow her on [YouTube](#) or [Twitter](#).

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