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Saving Time: 5 Ideas for Using a Real Estate Intern

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Fall is officially here. And, while you might not be thinking about the spring, it's the perfect time to think about hiring an intern. These experience hungry, high school and college students are aching for the chance to build their resume and can help you expand your business, according to [Shannon W. King, a Realtor who's also known as "the Real Estate Road Warrior"](#)

What can a real estate intern do?

"My job is to meet with clients face-to-face. A lot of the marketing we leave to interns," Says King who has used both college and high school students as staffers on a regular basis. "Interns can do everything from flyers to property searches. The key to a successful experience is giving them something they can do every time they show up."



King says there are a variety of tasks an intern can complete. "I have them pull properties, set up showings, [and] put together my buyer and seller packages so we have them when we need them."

Here are some ideas on interns you can use to save time and/or expand your business:

1. Open House Event Assistant

Interns can setup, market, and take care of pre-event logistics connected to an open house. Have the intern "own" the event, which means he/she will make the flyers, make sure it is marketed online, organize and order catering and other event supplies. Your ideal event intern will have great attention to detail and an interest in event planning or real estate.

2. Online Marketing Intern

Think of this intern as an online marketing guru in the making. This student is useful for writing and designing written and graphic content for e-mails, Facebook, Twitter, and other social mediums. The best candidates for this job are looking for experience in advertising, marketing, or real estate.

3. Video Production Intern

This beginner video producer will help take your property marketing to the next level. The ideal candidate will have reliable transportation and a passion for producing and turning photos and graphics into short commercials to be posted online. Here you're looking for a YouTube whiz kid who already has his/her own video editing software.

4. Research Assistant Internship

This Internet savvy fact finder helps your team find content for social media posts and articles, digs up research on local business trends and real estate, and drafts short reports on local neighborhood resources. Your best candidate is good with Google, has MS Excel experience, and a passion for news and learning and using new websites.

5. Other duties as assigned:

Shannon King says in her office interns "do everything we don't want to do...with supervision of course." Some additional good day-to-day tasks for interns are:

- Scanning local papers for social content
- Pulling property lists
- New market or area research
- Hanging flyers
- Drop-offs/pick-ups around town
- Drafting communications
- Refilling listing boxes
- Sign setup/removal

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25 Responses to *Saving Time: 5 Ideas for Using a Real Estate Intern*



David Barr

November 4, 2011

Did an intern write this article?

[Reply](#)



robin krieger

November 4, 2011

Great article and ideas, thanks.

[Reply](#)



Jacqueline Franklin

November 4, 2011

Informative article.

[Reply](#)



jay

November 4, 2011

This is EXCELLENT advice...who knows this intern may be your next WHIZ KID that makes you thousands while giving them the EXPERIENCE they will have to make things happen on their own as an entrepreneur !!

Jay

[Reply](#)



Aleshia

November 4, 2011

What a great post!!!! I work with local colleges and I am always wondering what my office could offer them in their quest to help students gain experience. I will share this with the various campus career centers/placement offices! Thanks!

[Reply](#)



Linda

November 4, 2011

This is one of the many reasons recent college grads and other young people are having such a difficult time finding paying jobs. Unpaid and low paid interns are actually competing with entry level job seekers. Moreover, "free" interns working for college credit are actually PAYING for the priveledge for working for free because colleges don't give out credit for nothing so the intern has to pay the school to actually earn the credit! It might be nice for us and helpful for production to have a smart, hardworking assistant do a lot of our grunt work for free or very little money but the truth is it's really a form of labor exploitation.

[Reply](#)



randel

November 4, 2011

Actually, Linda, you've got it backwards. The reason so many "grad" have trouble finding jobs is they can do anything employers want. For example, people with math skills have no problems. College degrees have become an expensive joke. Well done intern programs are much like apprenticeships of old. Young people of today have much more computer skills than most of us old timers. It's just that they don't know how to use them to do useful things. If we teach them, everyone wins.

[Reply](#)

**Dorothy Beckley**

November 4, 2011

I have to agree with Randel here. I would love the opportunity to mentor/teach a young person, high school or college, who is ready to learn about the real world. In exchange, perhaps they can offer some skills that were not part of my education.....awhile back. I love win-win. Already planning a visit to both local HS and colleges. Thanks for the article.

[Reply](#)**Barbara Krueger**

November 4, 2011

Having had seven interns over nearly as many years, wish I would have read this article back then. Very helpful info here....I have loved having an intern and like stated it is an educational experience on both sides!

[Reply](#)**Wayne Pruner**

November 4, 2011

This is good information for some one that has enough work for an intern to do. Thanks.

[Reply](#)**Virginia Hepp**

November 4, 2011

Great idea – my daughter is my online assistant, but she lives in another state, and cannot help with 'local' activities. I wish I could just clone myself!

[Reply](#)**Dreama Lee**

November 4, 2011

Interns can do so much to help with your real estate investing company. We've used interns to do a ton of things for our business. We even had an intern identify a house for us to buy virtually that now brings in about \$700/month in cash flow.

We think interns are so helpful for running a real estate business we created a system to show other businesses how to use interns in their own business.

In addition to these great 5 tasks an intern can do for your real estate investing business you can go here to download a free report we have put together called: 101 Things an Intern Can Do to Triple Your Real Estate Investing Business: <http://www.internprofits.com/ccsprei/>

[Reply](#)**Angela Territo**

November 25, 2011

Jovan,

Nice article on interns. I have produced an internship program called "Give & Get". It's all about writing an internship job posting, posting with a college and becoming an employer of the college and giving back to your community. If you or anyone you know may need this type of workshop or coaching, I would be hoonored to discuss same. Best regards. Coach Angela 585.230.6287

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Angela Territo

November 25, 2011

Jovan,

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November 4, 2011

[...] 5 Ways to Use a Real Estate Intern [...]

[Reply](#)**Rick**

November 4, 2011

It takes a lot of your time training and supervising their activities. These students pay more attention to their friends and fun things. Most of them will not concentrate on their work. And once they learned enough from you, they leave you. Then you start a new trainee again. That's my experience.

[Reply](#)**Lacerda**

November 5, 2011

It can be the first step before hiring an assistant.

[Reply](#)**Justin**

November 5, 2011

For those of you interested in learning more about how to use interns to help you grow your business, we've started a group on LinkedIn. Feel free to come and join us as well:

http://www.linkedin.com/groups/Intern-Profits-How-Build-Internship-3515241?home=&gid=3515241&trk=anet_ug_hm

[Reply](#)**Lisa Wenzel**

November 5, 2011

I think this is a fantastic idea! I have been in real estate starting with commercial real estate over 20 years ago, and I now own my own residential real estate firm starting my 4th year full time. I have so much information stored in my head and I would really like to teach a willing intern a lot of what I know.

I am still too small to hire an assistant for 40 hours a week but really could use another set of hands to help out. This is a great "food for thought" article. Thanks Shannon for a great article!

<http://www.wenzeselectproperties.com>

[Reply](#)

**Carmen Bean**

November 5, 2011

This must be one of the best and most useful articles I have read in a long time !!!!
Thanks a billion !!!

[Reply](#)**Kathryn**

November 5, 2011

Paid or unpaid — the intern has the potential to gain valuable skills which will benefit him or her in the future job market. For high school students — especially an agent's own children — incredible experience to help them find part-time jobs while in college. Most agents aren't looking for full-time help, and often, hours are not as critical as the work produced. After working part-time for me while in high school, during college, both of my daughters found good, part-time jobs; one even became licensed while doing so. Each benefitted from her experiences when finding jobs after college graduation. An added benefit for me: another referral source! A word of caution: many MLS boards have stiff fines if non-members access the member side of their MLS system.

[Reply](#)**Broken Arrow Homes for Sale**

November 6, 2011

real estate interns can be very useful during the open house events. Aside from you can get their service for free, you can be sure that they can give you a quality service because they have something to prove and they do not want anyone to be disappointed with their work.

[Reply](#)**Kristina**

November 6, 2011

I remember at the end of college, suddenly being told by a counselor and at career events that we would have to do unpaid internships to get started in our field. I was never able to. I had student loans that I knew I needed to start paying on immediately. The thought of working for free for a year just wasn't an option. I'm sure there are some students out there whose college was paid for and it was an option, but something about it has always seemed a little off to me. I think they should at least be paid something.

[Reply](#)**Andre**

November 6, 2011

This is what is called slave labor. It is disgusting to avoid paying workers, no matter what their age or experience is for their work. It is hard enough working in this industry with all the stigma, that is rightfully associated with being a broker, and to add to that this repugnant practice that is being recommended. Anyone who doesn't see this as first-class exploitation wants to rationalize the truth away.

Yes, in some cases interning can be a legitimate business practice, such as apprenticeships that provide workers with learning a trade — who cannot perform the trade until they learn it — or in highly specialized fields such as law (though the arguments are shaky) that interns may be used because they actually will learn skills that they'll need in these fields when they enter into them. Medicine is another example. Real Estate is not. You do not need ANY experience as an intern in real estate to go into this field and get a job when you get your licence. All other skills that one gets in working in an office, that are beneficial to other fields — like research, handling calls, ect., — are normal job skills that people pick up when they work in any white-collar job. Unskilled workers should not be paid the same as skilled workers, but to not pay them at all is a filthy parasitic practice.

[Reply](#)

Check out the article: "Saving Time: 5 Ideas for Using a Real Estate Intern" | Shannon W. King

November 7, 2011

[...] the chance to build their resume and can help you expand your business, according to Shannon...pro.truliablog.com [...]

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