FOR NEW + PRE-LICENSE AGENTS · OR + WA

The Portland Real Estate Career Kit.

Everything you need to know — about getting licensed, choosing a brokerage, and building a real career — before you spend a dollar.

AUDIENCE

Pre-licensure or newly-licensed agents in Oregon and Southwest Washington.

AARON HEARD · KW SUCCESS

kwsuccess.com

WHAT THIS IS

A practical primer.

I've onboarded a lot of new agents in Portland over the last decade. The same six questions come up every single time. This kit answers all of them, in order, with the actual numbers and the actual tools.

It's brand-agnostic where it can be — what licensing costs, what a good first brokerage looks like, what tools you'll actually use day one. And brand-honest where it should be — at the end I'll tell you what we do at KW Portland Central and how we've structured the on-ramp.

Read it cover to cover, or jump to the section you need.

What's inside:

SECTION ONE

Getting Licensed.

Both Oregon and Washington require a pre-license course, a state exam, and a sponsoring brokerage before you can practice. The differences are real but small. Here's the path I send everyone down.

Oregon (OREA)

- Pre-license course: 150 hours, online or in-person.
- State exam: 130 questions, $75 fee, scheduled with PSI.
- Application + fingerprinting after passing the exam.
- Post-license: 27 hours of CE in your first 24 months on top of standard CE.
- Typical timeline from start to active license: 8 – 14 weeks.

Washington (DOL)

- Pre-license course: 90 hours, broken into Real Estate Fundamentals (60) + Practices (30).
- State exam: 130 questions, $138 fee, scheduled with Applied Measurement Professionals.
- Application + fingerprinting after passing.
- 30 hours of CE every 24 months for renewal.
- Typical timeline: 6 – 12 weeks.

> Where to take the course: I send everyone to onlineED.com. Use code KWSuccess at checkout for 20% off either the OR or WA pre-license course. They're nationally accredited and the format works for working adults.

SECTION TWO

Choosing your first brokerage.

Most new agents pick a brokerage on the wrong criteria — split percentage, office location, or whoever recruited them first. Here are the four that actually predict whether your first 24 months go well.

1. Training cadence

Not 'we have training' — how many hours per week of structured, in-person training do new agents get for the first 90 days? If it's under 6 hours per week, you're going to teach yourself this job. That's expensive and slow.

2. Mentor depth

Who is teaching you to do listing presentations, buyer consultations, and contracts? Are they a top-15% producer at the office, or someone who got assigned to mentor because no one else would? Ask to meet your mentor before you sign.

3. Lead environment

Do other agents share business systems openly, or do they hoard? In a good office, the top producer will tell you exactly how they got there. In a bad one, you'll never get a straight answer.

4. Culture

When you walk into the office on a random Tuesday, does it feel like people are growing or surviving? Culture is the only one of these four you can't fake. Visit twice before you sign.

SECTION THREE

What real training looks like.

The modern industry standard for a new agent in serious production is 9 transactions in 120 days. That's the bar. If your first brokerage's training cadence isn't designed to put you on that path, they're not training you — they're hoping for you.

What good looks like, in the first 90 days:

- Daily training rhythm — 60 to 90 minutes most weekdays, in person.
- A live mentor you can text and meet with. Not a video library and a Slack channel.
- First listing presentation roleplayed with a coach before you do it for real.
- Buyer consultation framework practiced before your first showing.
- Weekly accountability on the four numbers — appointments, contracts, closings, GCI.
- A 30 / 60 / 90 day onboarding plan that someone actually walks you through.

> What we do at KW Portland Central: in-person new-agent on-ramp every Monday-Thursday morning, live coaching access including exposure to MAPS coaching, weekly market center meeting, and a structured 30/60/90 plan tied to the 9-in-120 standard. If that's not what your current shortlist offers, ask why.

SECTION FOUR

The tools you'll use.

These are the actual tools you need on day one in Portland. Not generic real estate tooling — the specific stack that works in OR and SW WA.

RMLS membership

The Regional Multiple Listing Service for the Portland metro. This is your MLS. Cost: ~$200 to start + ~$50/month.

Sentrilock electronic lockbox

Your eKey for showings. Bundled with RMLS membership — not a separate cost.

Realtor association: pick one

PMAR (Portland Metropolitan Association of REALTORS®) or EMAR (East Metro Association of REALTORS®). You only need to belong to one — your membership gives you full REALTOR® benefits and lets you transact anywhere in the state regardless of which one you choose. Most agents pick based on which office is closer or which one their team uses.

OREF forms

Oregon Real Estate Forms. The OR / WA standard for purchase agreements, listing agreements, and disclosures. (zipForms is a different national tool — Oregon doesn't use it as standard.)

CRM

Command — KW's brokerage-provided CRM — is what we run on. If your brokerage doesn't include one, you'll need to bring an alternative CRM you'll actually use. The right CRM is the one you'll open every morning.

Sphere database template

Your starter list of the 50 to 200 people who already know you. We provide a template; every brokerage worth its training will give you something similar.

SECTION FIVE

First-year math.

Average new agents in the Portland metro close between 4 and 8 transactions in their first 12 months. Top-quartile new agents hit 9 to 14. The difference isn't talent — it's training cadence and lead-gen rhythm.

What the math looks like for the modern standard (9 in 120 days):

- Portland metro average sale price (2025): roughly $560K.
- Average commission per side: 2.5% – 3% gross.
- Average GCI per closed transaction: ~$14,000 – $16,000.
- 9 transactions × $14K average = ~$126K GCI in 120 days.
- After brokerage split + business expenses, expect to net 50 – 60% in year one.

> Reality check: most agents who hit 9-in-120 don't do it by being remarkable. They do it by following a structured plan, executing the daily 3-2-1 (3 hours lead gen, 2 hours appointments / training, 1 hour admin), and refusing to break the rhythm.

SECTION SIX

The 30 / 60 / 90 day plan.

My on-ramp cadence — what every week should look like, for the first 90 days.

Days 1 – 30 · Foundation

CRM set up. Sphere exported and segmented. First mass announcement sent. First 33-touch send drafted. Listing presentation practiced 3 times with a coach. Buyer consultation framework memorized. Daily 3-2-1 rhythm in place — non-negotiable.

Days 31 – 60 · Activation

First open house run with a written plan. First listing appointment (even if it's a sphere referral). First buyer consultation. Daily contact-rhythm hits — minimum 5 personal touches/day to your sphere. Social media presence active — 3 posts a week, daily stories, daily DM engagement.

Days 61 – 90 · First contracts

First listing signed (or ready to sign in week 12). First buyer agency agreement signed. Tracked numbers reviewed weekly with your team leader or coach: appointments, contracts, closings, GCI. Adjust what's not working. Double down on what is.

WHAT TO DO NEXT

Three paths from here.

If You're still researching:

Save this kit. Re-read Section 2 (choosing your first brokerage) and Section 3 (what real training looks like) before you visit any office. Visit at least three brokerages — different brands — before you decide.

If You're ready to talk:

Book a 30-minute confidential call. We'll walk through your specific situation — license stage, market, financial runway, family considerations — and figure out what the right next move is. We don't push KW Portland Central if it's not the right fit.

If You're already in school:

Visit our office. Sit in on a Monday or Thursday new-agent training session. Talk to two of our newest agents without me in the room. That's the cheapest, fastest way to evaluate any brokerage you're considering.

KW SUCCESS

A network of high-performing real estate brokerages.
Today: KW Portland Central. Tomorrow: more.

KW PORTLAND CENTRAL

919 NE 19th Ave, Portland, OR 97232

(503) 548-4848 · kwsuccess.com

WHEN YOU'RE READY TO TALK

A 30-minute confidential call. Pre-qualified, off-the-record, and never shared with your current brokerage.

kwsuccess.com/book-a-call/