

Build Your Real Estate Career & Business

Training. Recruiting. Properties. Professional Connections.

One guide for career seekers, licensed agents, leasing professionals, recruiters, brokers, property owners, and property management companies.

One system. Many ways to grow.

CRE Library brings the people who want to learn, the companies that need talent, and the properties that need tenants into one connected professional community. You can prepare for a career path, find or recruit team members, offer properties for lease, connect with trained agents, and build relationships that continue as your career or business develops.

The parts support each other: training develops knowledge; profiles make that preparation visible; job postings create connections with employers; property postings connect available spaces with agents trained in the relevant specialty; and the social community keeps people learning and working together.

The cycle at a glance

- Explore a career path and complete relevant training.
- Pass the required final before accessing the corresponding property-type search capabilities.
- Connect with recruiters, brokers, and property management companies.
- Pursue appropriate work or help clients locate properties within your authority and qualifications.
- Build experience, return for additional training, and move into related roles.
- Share knowledge, develop relationships, and invite others through the affiliate program.

Your starting point can change. A leasing professional may pursue a real estate license and enter brokerage. A licensed agent may train for property management. A property management company may use the same platform to recruit staff and offer vacancies to trained agents.

Use this guide to choose your first steps and understand how your participation supports the wider network.

Find Your Place in the System

If you are exploring a real estate career

Create a profile, identify your market, state your license status accurately, and choose a primary career interest. Review the work involved before choosing a company. Complete relevant training, prepare your resume, and use job postings and professional connections to explore suitable opportunities.

If you are already licensed

Use CRE Library to add a specialty, strengthen your existing practice, or explore employment in leasing or property management. A license is a starting credential; targeted training helps you understand a property type, its clients, terminology, documents, and daily workflow.

If you work in on-site leasing

Build on your knowledge of renter needs, tours, follow-up, renewals, and property operations. Explore assistant manager and property manager positions, or prepare for a real estate license and a move into apartment locating, residential leasing, tenant representation, or brokerage.

If you are a recruiter or broker

Explain the roles you offer, post clear opportunities, review member profiles, and connect with people preparing for the specialties you need. Recommend relevant courses and resources before interviews or during onboarding. Brokers can also develop agents in additional disciplines and offer authorized properties for lease.

If you are a property management company or owner

Use the platform for both staffing and leasing outreach. Post appropriate employment opportunities, introduce your company, and offer authorized properties for lease to agents who have completed the relevant training and access requirements. Participate in the community to build ongoing relationships with potential team members and leasing partners.

Membership and access

The homepage can display the full range of opportunities while access to individual tools depends on the applicable membership, training, and exam requirements. Review current membership details before joining or using a restricted feature. A business membership does not automatically satisfy an individual agent's training or licensing requirements.

Choose a Career Path & Prepare

Choose one primary specialty first. Consider the work you enjoy, the market you know, the income structure you can support, and whether you prefer client sales, research, or property operations. Your first specialty can become the foundation for another.

Apartment locating

Learn renter consultation, community research, availability confirmation, tours, follow-up, referral procedures, and move-in tracking. This knowledge can support future work in residential leasing, property management, or multifamily brokerage.

On-site leasing and residential rentals

Develop skills in prospect response, tours, applications, renewals, tenant communication, and leasing documentation. Operational experience can support advancement into management or a later move into licensed real estate work.

Office, retail, and industrial tenant representation

Choose the property type that fits your interests. Office work involves business requirements and occupancy costs; retail adds trade areas, tenant mix, and permitted use; industrial adds loading, clear height, power, access, and functional suitability.

Property management

Prepare for owner and tenant communication, maintenance coordination, recordkeeping, budgets, reporting, and operational follow-through. Licensed agents can explore management roles while developing these additional skills.

Investment brokerage and future specialties

Leasing, research, and management experience can support later study of rents, expenses, net operating income, leases, and investment analysis. Multifamily, office, retail, industrial, land, and specialty assets each require their own preparation.

Use courses and resources together

The training library provides structured learning. The resource library supports it with books, guides, examples, reference materials, and practical tools. Course availability varies; consult the current catalog rather than assuming every career direction has a dedicated program.

Keep notes, finish the required work, take the final exam where required, and retain evidence of completion. Record completed training accurately on your profile; use badges or certificates where provided. Training is preparation, not a professional license or a promise of employment.

Earn Access, Then Apply Your Knowledge

CRE Library connects property opportunities with agents who have first prepared for the relevant specialty. The purpose is to help agents understand what they are viewing and ask better questions before presenting options to clients.

The property-access sequence

- Select the career path and property type you intend to work with.
- Complete the corresponding training and pass its required final exam.
- Satisfy the applicable membership and any additional stated access requirements.
- Use the property search capabilities for the property type your completed requirements cover.
- Contact the person identified in the posting to verify the details and next steps.

Access is specific to the relevant property type. Completing apartment locator requirements should not be treated as automatic eligibility for office, retail, or industrial searches. Complete the additional requirements when expanding into another specialty.

What to do if access is unavailable

Confirm that you are signed into the correct account, that the final is recorded as passed, and that your membership covers the feature. Contact CRE Library support if your completed requirements are not reflected in your access. Do not assume that seeing a cover or menu link means the underlying search is open to your account.

What access means in practice

You can research suitable opportunities and contact the posting representative. Access does not appoint you as an agent for the owner, establish compensation, authorize advertising, or guarantee availability. Clarify your role and obtain the permissions and agreements needed before proceeding.

Example: an agent adds retail

An agent begins with apartment locating and later wants to assist a small retailer. The agent completes the retail training and required final, meets the applicable access requirements, and then researches retail listings. Before recommending a space, the agent confirms the use, costs, availability, representation, and showing process with the posting contact.

Build Profiles, Post Jobs & Recruit

Individual profiles: show direction and readiness

Include your market, license status, preferred career path, relevant work history, skills, training completed, resume information, and professional contact details. Explain the kind of opportunity you want. Keep your profile current as you pass exams, gain experience, or change career interests.

Example: I am a licensed agent developing a specialty in apartment locating and exploring future property management opportunities. My background includes customer service and organized follow-up. I am completing relevant training and looking for a company that offers clear supervision, practical onboarding, and room to grow.

Company profiles: explain how you work

Recruiters, brokers, and property management companies should identify their company, markets served, property types, hiring contact, and role requirements. Explain training support and advancement opportunities accurately. A company that recruits and posts properties should make both functions clear.

Post a clear career opening

Include the job title, location or territory, duties, property type, schedule, experience expectations, license requirements, compensation structure, employment or contractor arrangement, training support, and application instructions. Identify fees or other material costs where applicable. Update the posting when requirements change and close it when the role is filled.

Recruit proactively and evaluate carefully

Use the member directory where available, professional profiles, job responses, and community participation to identify relevant candidates. Consider experience from hospitality, customer service, administration, and operations as well as real estate. Completed training gives a starting point for discussion; verify credentials and assess readiness independently.

Candidates: prepare for the conversation

Read the posting, tailor your resume, and explain what you learned from training. Ask about compensation timing, leads, supervision, costs, production expectations, and advancement. Bring a small portfolio: a career statement, course record, sample market research, and a follow-up plan.

Interview prompts: Why this specialty? What have you learned? How do you organize follow-up? What experience transfers to this work? What support will you need in your first 90 days?

Offer Spaces to Prepared Agents

Property management companies, owners, and brokers can bring available properties into the same network used for training and recruiting. A company can seek employees for its team while also connecting with trained agents who may bring prospective tenants. These are separate relationships and should be described clearly.

Prepare a useful property posting

Identify the property type, address or permitted location detail, available units or spaces, size, asking rent, additional charges, availability date, lease term, amenities or building features, photos, showing instructions, posting contact, and date last verified. Include authorized use information and material restrictions relevant to the property.

For apartments, add unit mix, rent ranges, deposits, concessions, and the application process. For office, retail, and industrial spaces, include relevant specifications and explain the quoted rent basis, additional occupancy charges, and permitted-use considerations. Verify the details with the appropriate representative.

Explain agent participation before work begins

State whether outside agents may participate, whom they must contact, registration requirements, showing procedures, advertising permissions, and how compensation will be addressed. Do not imply that every posted property offers an agent fee.

Agents: confirm before presenting or showing

- Confirm current availability, pricing, concessions, total charges, and lease terms.
- Verify the client's requirements against the space and the posting contact's information.
- Clarify representation, client registration, tour arrangements, and application instructions.
- Obtain any required written compensation or referral agreement through the appropriate parties.
- Document communication, follow up, and confirm the outcome with the posting contact.

Responsibility for the transaction

All listing information must be confirmed directly with the contact named in the posting. Compensation, referral fees, commissions, and payment conditions are negotiated directly by the appropriate parties, subject to their brokerage arrangements and applicable requirements. CRE Library is not a party to those agreements or payments and is not responsible for disputes between members, agents, owners, brokers, property managers, or other participants.

Your First Role Can Lead to the Next

CRE Library supports movement between related specialties. Career development can run in both directions: agents can enter property management, and leasing professionals can prepare for licensed brokerage. Each move requires the right training, credentials, supervision, and opportunity.

Licensed agent to property management

An agent with leasing or sales experience may seek a role with a property management company. The agent adds knowledge of maintenance coordination, owner reporting, renewals, budgets, documentation, and resident issues, then uses company profiles and job postings to identify a suitable position. Holding a license does not by itself establish readiness to manage a portfolio.

On-site leasing to licensed real estate work

A leasing professional already understands prospect follow-up, tours, rental objections, and property operations. That person can explore the licensing process, obtain the credentials and brokerage affiliation required for the intended work, and complete specialty training before pursuing apartment locating, tenant representation, or sales. Completing a CRE Library course does not issue a real estate license.

Leasing to management to investment brokerage

A leasing consultant may advance into assistant management and property management. Operational experience can later support study of income, expenses, rent rolls, and investment performance. With further preparation and the necessary authority, that professional may explore multifamily investment brokerage.

Tenant representation to broader commercial work

Office, retail, and industrial agents develop market knowledge through tenant needs and available spaces. That experience can support later work in landlord representation, property management, or investment brokerage, with additional training and clear attention to representation and conflicts.

The company benefits from the same cycle

A management company posts a leasing position and current vacancies. A trained candidate applies for the job; separately, a qualified agent contacts the company about a tenant prospect. The company may gain both a potential hire and a leasing relationship. As team members advance, it can recruit again, recommend training, and keep developing its network.

Keep the distinction clear: applying for a job, representing a client, referring a prospect, and joining an affiliate program are different activities. One does not automatically establish the terms or permissions for another.

Connect, Contribute & Keep Learning

The social aspect connects the rest of the system. Members can learn about one another before an interview, discuss practical questions, share useful resources, and develop relationships across career stages and property types.

Use the social feed with a purpose

Introduce your role, market, and interests. Share a training takeaway, ask a focused question, discuss a market observation, or contribute a useful resource. Use the current Real Estate Career & Business Network and any other groups available on the platform. You do not need a separate group for every interest to participate meaningfully.

For companies and experienced professionals

Explain what makes someone successful in your specialty, answer entry-level questions, and share appropriate opportunities. A property management company might discuss leasing follow-up or career progression. A broker might explain how an agent prepares for a first tenant-representation assignment. Helpful participation builds familiarity over time.

Keep formal information in the right place

Use job postings for full role details and property postings for listing information. Social posts can direct members to those records, but should not become the only source of current terms. Keep sensitive client, applicant, resident, and company information out of public posts. Respect permissions before sharing documents or property photos.

Sample introduction

Hello, I work in on-site leasing and am exploring a longer-term path into property management and licensed real estate work. I am updating my profile and completing training through CRE Library. I look forward to learning from agents, brokers, recruiters, and management companies in this community.

Sample company introduction

Our property management company is interested in connecting with leasing candidates and trained agents in our markets. We will use the job section for employment opportunities and the property section for authorized vacancies. We welcome professional questions about our roles and leasing process.

Keep the learning loop active

Return to the training and resource libraries when a new assignment reveals a knowledge gap. Request a course when a recurring topic needs deeper coverage. Maintain your own follow-up records for applications, recruiting conversations, property inquiries, and professional connections.

Join the Affiliate Program

Members can sign up for the CRE Library affiliate program to introduce the platform to others. This provides another way to support a growing network of learners, agents, brokers, recruiters, and property management companies.

How to begin

- Select “Join our Affiliate Program” on the CRE Library website.
- Complete the application or registration steps and review the current program terms.
- Follow any approval or account setup requirements shown in the affiliate portal.
- Use the referral link and approved materials supplied through the program.
- Review referral activity and any eligible earnings in the affiliate portal, following its current rules.

Who might find CRE Library useful?

Consider people exploring real estate work, licensed agents seeking a specialty, leasing professionals planning advancement, brokers developing teams, recruiters seeking prepared candidates, and management companies that need staff or leasing relationships. Explain the parts relevant to each audience instead of sending the same generic pitch to everyone.

Explain the value accurately

Describe the connection between career training, recruiting, properties, and professional networking. Do not promise employment, tenants, transactions, property access without qualification, or affiliate income. Rates, eligible referrals, attribution, payout conditions, and program availability are governed by the current affiliate terms; this guide does not set or promise them.

Disclose the relationship

When promoting CRE Library as an affiliate, make your relationship clear. A simple statement is: “I participate in the CRE Library affiliate program and may earn compensation from qualifying referrals.” Use any additional wording required by the program and applicable advertising requirements.

Affiliate referrals and property compensation are separate

An affiliate link concerns referrals to CRE Library under the affiliate program. It does not establish a leasing commission, brokerage referral fee, or property-management compensation arrangement. Keep those agreements and records separate.

A useful invitation

CRE Library connects career training with job opportunities, property leasing relationships, and a professional community. Whether you want to learn a specialty, recruit, or connect available spaces with trained agents, explore the platform and review the membership and access requirements that fit your goals.

Your First 30 Days

Week 1 | Establish your starting point

Individuals: Complete your profile, state your license status, choose a primary path, and review suitable jobs and company profiles.

Companies: Complete your business profile, identify hiring needs, gather authorized property details, and confirm which membership features support your goals.

Week 2 | Prepare and publish

Individuals: Begin relevant training, study supporting resources, and prepare a focused resume or sample work portfolio.

Companies: Post a clear career opening and, where applicable, current properties for lease. Explain candidate requirements and agent participation procedures.

Week 3 | Qualify and connect

Individuals: Complete the required final when ready, confirm relevant property access, and make specific introductions to appropriate companies.

Companies: Review candidate preparation, contact suitable people, verify credentials, and respond to trained agents asking about posted spaces.

Week 4 | Follow through and plan ahead

Individuals: Track applications and property inquiries, prepare for interviews, and identify the next skill you need.

Companies: Update postings, close filled roles or unavailable spaces, review conversations, and recommend training that addresses recurring gaps.

Everyone: Contribute to the social community and consider affiliate registration if you want to introduce others.

Your ongoing checklist

- Keep profiles, job postings, and property information current.
- Complete the relevant training and final before the corresponding property search access.
- Verify information directly and clarify authority, responsibilities, and compensation.
- Follow up professionally and keep your own records.
- Use experience to select the next training or career step.
- Build relationships by being helpful, accurate, and responsive.

Start where you are. Learn the specialty. Connect with the people. Apply the knowledge. Return for the next step. That is how CRE Library brings career development and business opportunity into one continuing system.