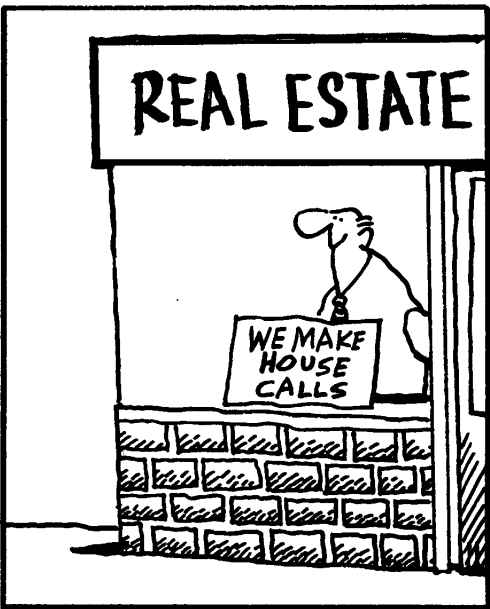


WHAT DO WE DO?

The Rights and Duties of Ownership	2	Ownership Rights Below the Surface	4
The Land Ownership Wedge	3	Ownership Rights Affect How Land, Water, and Air are Used	4
Ownership Rights Above the Surface.....	3	What Do We Mean by Land Use?	4
Ownership Rights on the Surface.....	3		



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As real estate professionals, we work with things that we can see, feel, touch, modify, build, live in, work in, and play in. It could be raw land, houses, office buildings, condominiums, water, golf courses, skyscrapers, apartments, department stores, and even log homes. Be it a shack or a mansion, we can sell it or buy it for ourselves and for others.

The broad scope of our activities and possibilities makes real estate fun, rewarding, and extremely challenging. Real estate is one of the last remaining fields for the generalist, a term that admittedly has various connotations. To some, a generalist is someone who knows a little about

everything and a lot about nothing. To others, a generalist is someone who can do several activities well and has the curiosity and willingness to try new challenges. We are brave souls in a swiftly moving world. We do not need a college degree to do well in this profession. Instead, we rely on our *interpersonal* skills such as listening, feeling, talking, and laughing. We also must rely on our *personal* abilities such as reading, writing, learning, inner-drive, and self-promotion.

“Are we having fun yet?” Real estate must be fun; otherwise, it is work like punching a clock for a living. The very nature of real estate sales is one of emotional peaks and valleys. Sometimes you are doing well and your own mortgage payment is not a problem. Other times you wonder where your next transaction is coming from.

In order to be licensed real estate professionals, we take a basic licensing course sanctioned by our state real estate commission. The course may take the form of a basic classroom setting, videotapes, DVDs, and/or internet instruction. After completing the course, we take a test and, upon successful completion of the test, we can hang our license with a real estate company. We must take continuing education courses and periodic additional training in order to keep our license active and stay up with the changes in our business. We strive for designations such as GRI, CRS, and CCIM to show our expertise. The profession of real estate