

### **New software predicts if a career in real estate is for you**

A new product from Upward Motion is designed to tell prospective real estate professionals if they have what it takes to succeed in the business.

The company says studies have shown the most successful agents have certain things in common, ranging from a natural sales ability, to having the right type of personality. Upward Motion identifies these traits and rates how you compare to high performing agents.

"A lot of people want to get into real estate, but they're afraid they might not succeed. We let them know if they've got what it takes," says Kim Ades, president of Upward Motion. "People always wonder whether or not they'd make a good agent. They feel far more comfortable making the commitment to enter the field once they've taken the test."

The Suitability Test is administered by computer and uses the latest in video simulation technology to measure your responses to on the job situations, she says. During the test you pretend that you are a real estate agent and as clients appear on the screen and talk to you, you have to

choose from a series of responses.

"It's like talking to a real person," says Dr. Igor Kotlyar, who has a Ph.D in behavioural studies. "This test is much better than anything else on the market. It's a very accurate predictor because it simulates how you would behave in typical situations that real estate agents encounter every day.

"At the end of the test, we provide you with a complete assessment of your strengths, and areas where you need to improve. In fact, the test is not just for those entering the industry but established agents are finding it of great value because it lets them fine tune their skills," says Kotlyar.

The test is being administered at select brokers' offices across the Greater Toronto Area.

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