

The Honest Real Estate Agent A Training Guide For A Successful First Year And Beyond As A Real Estate Agent

Like all Icenhower training books, SOI : Building A Real Estate Agent's Sphere of Influence training manual is for those real estate agents wanting to move from a mere real estate practice to a systematized real estate business with the control and mastery of your results. You are not an 'average agent', so you need to employ the tried and tested ways of the nation's Top Producers for always having an abundance of prospective buyers and sellers lined up - people who know who you are by name and 'brand', who come to you first to list their property or to show them their next new one. Regardless of your specialty, location or client base, we'll show you how to systematize your approach to SOI : Building A Real Estate Agent's Sphere of Influence and employ the tried and tested way of taking back control - or grabbing it perhaps for the first time - of your ability to generate a predictable number of Closed Transactions month after month. We'll show you step-by-step how to grow your results year after year, and do it with no gaps in productivity or slumps in transaction activity, as you approach your business's SOI Referral Database like a master.

Investing your first 5 minutes a day reading and sharpening your skills can put you on the fast track to success in your life and business. Many masters and experts have shared their wisdom through words. Learning from these experienced leaders by reading their words is how you, too, can achieve personal and professional transformation. Success is achieved by getting into action immediately and applying the principles learned. Applied knowledge leads to success. That is the beauty of author and top-performing agent Karen Briscoe's Real Estate Success in 5 Minutes a Day. You truly only have to invest five minutes a day to achieve amazing results. One of the easiest ways to develop a new habit is to attach it to an existing habit. The new activity is particularly sticky when combined with one you enjoy. So pair your inspirational reading for the day with your morning cup of tea or coffee. By combining a new behavior with an already established habit, the established habit becomes the reminder. You don't even have to think about it. The new habit becomes effortless, as there is the automatic reward associated with it. Make the decision now to become a lifelong learner and you will become one. Commit to the habit of reading one of the 365 daily chapters first thing every morning. And then identify one new concept to apply in your life and business. Success thinking, combined with success activities and success vision, creates a sweet life that truly will transform your life.

If you are thinking about becoming a Real Estate Agent or just got your real estate license, this book will give you an inside view of what to expect in your new line of work. If you are a Real Estate Broker, Owner, Manager, or Staffer, this book can be given to prospective and new real estate agents to help set realistic expectations of their new business venture. If you are a seller or a buyer working with a Real Estate Professional now, or are thinking about it in the future, this book will help you understand how Real Estate Agents work, how they can help you, and what they can't do for you. If you are a seasoned Real Estate Professional, this book can be comic relief. Give a copy to every buyer or seller you work with and transactions will be smoother and your efforts more appreciated.

Success as a Real Estate Agent For Dummies shows you how to make your fortune in the real estate business. Whether you are looking to rev up your real estate business, deciding whether to specialize in commercial or residential real estate, or just interested in refining specific skills, this book is for you. This no-nonsense guide shows you the fun and easy way to become a successful real estate agent. It provides expert advice on acquiring the skills needed to excel and the respect and recognition you'll gain through making sales and generating profit. Soon you'll have all the tools you need to: Prospect your way to listings and sales Build a referral-based clientele Work with expired and FSBO listings Plan and host a successful open house Present and close listing contracts Market yourself and your properties online and in print Negotiate contracts and avoid derailment Stake your competitive position Achieve excellent relationships with clients Spend less time to earn more money This guide features tips and tricks for working with buyers, must-haves for a successful real estate agent, and common pitfalls that can be avoided. Also included is a list of Web sites for real estate agents that are valuable resources for success. With Success as a Real Estate Agent For Dummies, you'll discover how to acquire key skills and get on track for a successful career!

The Honest Real Estate Agent A Training Guide for a Successful First Year and Beyond As a Real Estate Agent Createspace Independent Publishing Platform

A book aimed at improving the effectiveness of sales personnel. She urges them to bring their authentic selves to the table and start to reorganize their sales program to bring honesty and knowledge to their career. She also gives tips on using modern technology in selling, such as using social media.

Practical, simple, effective. That's how real estate agents describe Every Day Agent by Whitney Ellis. An experienced agent and broker, Whitney witnessed good people giving up too quickly because they were licensed—but never really trained—in how to sell real estate. Whitney perfected her Every Day Agent system while helping 200-plus real estate agents jumpstart (or restart) their careers. Now, Whitney shares her proven strategies and profoundly simple methods—that add up to more listings, closings, reliable income, and lasting success. Working Florida's most finicky markets, Whitney practiced all that she preaches through good times and catastrophic downturns. Like bottled lighting in quick-to-read chapters, Every Day Agent tells new and seasoned real estate agents what they need to do every day to succeed. From how to get leads and listings to tried-and-true methods used by sales veterans, readers will get started on the right foot to ramp up in real estate sales.

Your successful career in real estate starts here! The first 365 days of working in real estate can be one of the most tumultuous times in your career - full of hard lessons, heart breaks and hard work. Just because you have a license, doesn't mean you have a business. But if you get the important stuff right, a great future is yours for the taking. This honest, eye-opening and completely practical insider's guide shows you how to get where you want to be - even if you're starting from nothing. Author and successful real estate agent Shelley Zavitz reveals in unprecedented detail: - what to expect the first year of your career - how to implement systems that will impact your business in the next 90 days - how to build a marketing plan in a digital world - how to work your contacts to start your referral pipeline - how mindset can make or break your business and what to do about it - why surrounding yourself with the right people is essential. Shelley shares her own story as a new real estate agent - including how she built a brand starting with a network of just four people in a totally new city. The book also comes complete with worksheets, hot lists and examples of great branding so that you can catapult your business into the fast lane right now. Your First 365 Days in Real Estate is the number-one

resource for new agents in the industry - don't miss out on your potential as a realtor without it.

"This book is not just a bargain, it's a steal. It's filled with practical, workable advice for anyone wanting to build wealth."—Mike Summey, co-author of the bestselling *The Weekend Millionaire's Secrets to Investing in Real Estate* Anyone who seeks financial wealth must first learn the fundamental truths and models that drive it. *The Millionaire Real Estate Investor* represents the collected wisdom and experience of over 100 millionaire investors from all walks of life who pursued financial wealth and achieved the life-changing freedom it delivers. This book—in straightforward, no nonsense, easy-to-read style—reveals their proven strategies. *The Millionaire Real Estate Investor* is your handbook to the tried and true financial wealth building vehicle that rewards patience and perseverance and is available to all—real estate. You'll learn: Myths about money and investing that hold people back and how to develop the mindset of a millionaire investor How to develop sound criteria for identifying great real estate investment opportunities How to zero in on the key terms of any transaction and achieve the best possible deals How to develop the "dream team" that will help you build your millionaire investment business Proven models and strategies millionaire investors use to track their net worth, understand their finances, build their network, lead generate for properties and acquire them *The Millionaire Real Estate Investor* is about you and your money. It's about your financial potential. It's about discovering the millionaire investor in you.

Learn how to attract your ideal clients through video marketing using YouTube.

2018 Axiom Business Book Award Winner, Gold Medal Stop Selling! Start Solving! In *Ninja Selling*, author Larry Kendall transforms the way readers think about selling. He points out the problems with traditional selling methods and instead offers a science-based selling system that gives predictable results regardless of personality type. *Ninja Selling* teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. ?*Ninja Selling* is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. *Ninja Selling* is both a sales platform and a path to personal mastery and life purpose. Followers of the *Ninja Selling* system say it not only improved their business and their client relationships; it also improved the quality of their lives.

Mark Ferguson "describes exactly how he has made it big in real estate and what to expect as a real estate agent. Mark breaks down how much money real estate agents can really make as well as how much work an agent will have to do. ... real estate can be a wonderful business if you treat it as a business and plan accordingly. There are many things an agent can do to be successful, which Mark details in this book. ... Choosing the right broker; Getting off to a fast start selling houses; Finding the right lead sources; Where to spend your money; Where not to spend your money; The best ways to network; How to build a business, not create a job; How to make your real estate agent business a sell-able asset..."--Amazon.com.

Classic Insight into Building a Fabulous Career in Real Estate Welcome to the world of real estate sales! Now, you control your destiny. A career in real estate offers endless opportunities, the freedom of flexible hours, and the potential to earn fabulous amounts of money. But to reach your goals you need to be prepared. Before you dive in, you must learn everything you can and discover the edge that will take you to the top. Inside, experienced and top-notch real estate professional Dirk Zeller presents the secrets to success that will allow you to excel from day one. Full of practical answers and step-by-step solutions to the field's most common obstacles and challenges, *Your First Year in Real Estate* will help you build a solid foundation for a lifetime of real estate success. Be a real estate champion from day one by knowing how to: ·Select the right company and get off to the right start ·Develop valuable mentor and client relationships ·Master your sales skills ·Achieve the financial results you desire ·Set—and reach—important career goals "Dirk Zeller's approach is brilliant! He gives the best basic marketing techniques to his students. I applaud this book." —Bonnie S. Mays, vice president, Reality World America, and executive director, Reality World Academy "Follow the advice in this book and you will join the growing list of real estate professionals who call Dirk Zeller their mentor!" —Rick DeLuca, nationally recognized real estate speaker

(Applause Libretto Library). Finally, an authorized libretto to this modern day classic! *Rent* won the 1996 Pulitzer Prize for Drama, as well as four Tony Awards, including Best Musical, Best Book, and Best Score for Jonathan Larson. The story of Mark, Roger, Maureen, Tom Collins, Angel, Mimi, JoAnne, and their friends on the Lower East Side of New York City will live on, along with the affirmation that there is "no day but today." Includes 16 color photographs of productions of *Rent* from around the world, plus an introduction ("Rent Is Real") by Victoria Leacock Hoffman.

In *Exactly What To Say for Real Estate Agents*, Phil M. Jones, Chris Smith, and Jimmy Mackin provide 30 Magic Words to help with the most common, critical, and difficult conversations real estate agents have today. If you are open-minded to a better way of selling, this book is for you.

Prospect for leads in your real estate business, and you'll be developing a skill set that produces incredible results for selling your services. Some real estate agents are content to wait in their offices, hoping for potential sellers and buyers to pop in with a listing or an offer. The same agents end up wondering why their business is shrinking instead of expanding. Top real estate agents understand the importance of prospecting, and they get out in the community to generate the kinds of leads they know will pay off. Prospecting is an intentional activity - one that requires a strategic investment of your time. Random prospecting is almost as detrimental to your business as not prospecting at all. We teach you how to overcome your limiting beliefs and go where the clients are, and we'll take you there one step at a time. Whether you just obtained your real estate license or you're ready to breathe new life into your existing real estate practice, *PROSPECT* is the one book you must have as your guide. You will be expertly trained on the most tested and effective prospecting methods available: Circle Prospecting, Sphere of Influence, Expired Listings, For Sale By Owners, Previewing Properties, Door Knocking, Open Houses, and much more! This book presents you with not only the rationale for each strategy but also the scripts, documentation tools and planning ideas you need to hold yourself accountable and use your time efficiently. As a result, getting more leads, more listings, and more sales will earn you a position as a top-performer in the real estate industry. *PROSPECT* puts you in charge of the commission income that you generate.

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. (7L) *The Seven Levels of Communication* tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Skeptical, he

agrees to accompany her to a conference to learn more about her mysterious methods. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. In seeking success, he finds significance. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

The PMZ Way: Strategies of Highly Successful Real Estate Agents contains practical advice from the CEO and president of PMZ Real Estate, one of California's leading real estate companies. It also features the real-life narratives of many successful real estate agents who share their strategies for success as well as the dilemmas they overcame to get where they are today.

If you are considering real estate as a career, are about to get your real estate license, or are currently a practicing REALTOR® but are not insanely happy with where you are at with your business, this is your book. Success Faster delivers authentic, relatable, practical, and actionable real advice and guidance for the launching or relaunching of a traditional real estate professional.

Recessions are inevitable. But they don't have to derail your real estate business. If your local market is slowing, and it's getting more difficult to land new clients because of the state of the economy, it's time to add some new strategies and tactics to your real estate tool kit. You need a recession-proof game plan! And that's exactly what The Recession-Proof Real Estate Agent offers. In The Recession-Proof Real Estate Agent, you'll learn:- How to generate quality leads through strategic prospecting and marketing techniques.- How to properly follow-up on your leads to increase your conversion ratio.- Several scripts to overcome recession-specific buyer and seller objections.- Where to cut expenses to maximize the return on every dollar invested in your business.- How to serve your clients and your community while creating entirely new recession-friendly income streams for your real estate business. The Recession-Proof Real Estate Agent is your guide, not only to surviving recessions, but to growing your business through them. If you're serious about thriving under any economic conditions, you need The Recession-Proof Real Estate Agent in your professional library.

Reading Super Agent is like spending a day with two of the most successful real estate agents in America. Joseph and JoAnn Callaway sell 300 to 500 high-end homes per year. Now they share the secrets of their incredible success. Based on those Callaways' core concepts of honesty, competence, and caring, Super Agent is filled with practical, money-making advice that will turn beginner and veteran real estate agent alike into a Super Agent. Every chapter is a lesson in the fundamentals of listing and selling more real, including: The five superpowers that make you a super agent The secrets of super time management, how best to use assistants, and how to run a super team The two quick fixes that can double your income overnight without so much as one new client With tested tips and tactics and a unique and positive approach, Super Agent will inspire and propel you to build a steady stream of buyers and sellers, get more listings, and close more deals.

Michelle Parker is feeling her life spiraling downward. She's unhappy with her career, having relationship problems, and doesn't know which way to turn. She has reached a crossroads, what does she want to do with her life?

Great client relationships are worth a fortune in the real estate business. But when agents retire, most of those fortunes are simply lost-- until now. The Golden Handoff solves this problem. Do you want to grow your business? The Golden Handoff has a simple and proven plan to exponentially grow your business by adopting hundreds of clients from agents when they retire. Do you want to retire but can't just walk away? The Golden Handoff shows you how to pick the right agent to adopt your clients and ensure you have income for years to come.

Take your real estate career to the highest level! "Whether you are just getting started or a veteran in the business, The Millionaire Real Estate Agent is the step-by-step handbook for seeking excellence in your profession and in your life." --Mark Victor Hansen, cocreator, #1 New York Times bestselling series Chicken Soup for the Soul "This book presents a new paradigm for real estate and should be required reading for real estate professionals everywhere." --Robert T. Kiyosaki, New York Times bestselling author of Rich Dad, Poor Dad The Millionaire Real Estate Agent explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to "Earn a Million," "Net a Million," and "Receive a Million" in annual income

#1 Best-Seller on Amazon! According to recent surveys the average real estate agent makes less than \$10,000 a year and close to 90% of new agents will not last more than two years in the business. Fewer than 10% of agents will make over \$100,000 and the majority that do have been in the business for decades. The average real estate agent sells 12 homes a year and for agents that are just starting out that number is less than four. In 2012 Dan Lesniak used a unique strategy to upend the industry trends. In his first year in real estate Dan had over 36 transactions totaling over \$22 million in sold volume, making him one of the most successful rookie real estate agents ever on his way to taking over one of the most competitive market areas in the country, that had previously been dominated by agents with over 10 years experience. In The HyperLocal, Hyper Fast Real Estate Agent, Dan tells how he used the Segmentation, Targeting and Positioning (STP) framework to identify potential markets, choose which ones to go after and how to add massive value to the consumers in that market. This book will teach you how to use the STP framework to enter new markets or increase market share in your existing markets by adding more value to your potential clients and communicating your value proposition to the market. Whether you are a new agent getting started or a veteran agent looking for more growth this book will show you how to do it using examples of how Dan did it in the hyper competitive Arlington, VA (Greater Washington DC) market. What Other Industry Leaders Have Said About the Book "I have been coaching realtors for 22 years. Dan is the best business man who sells real estate that I've ever seen. He has great systems, structures, and processes. That is what separates him from the rest!" -Rick Ruby - Core Head Coach One of my favorite sayings is "follow the yellow brick road." In this book, Dan clearly lays out the path to the Emerald City, avoiding all the dangers of creating your own way. In Dan's first year, he closed over \$22 million in sales, a feat matched by only the tiniest fraction of real estate agents-regardless of experience. If you are looking for a step-by-step plan from someone who has done it, this is the book for you! -Pam O'Bryant, Chief Engagement Officer for Keller Williams Capital Properties, Contributor to Gary Keller's The Millionaire Real Estate Agent book There is no greater opportunity right now in the real estate industry than there is in the expansion market. This will require you to grow in your existing market and know how to expand in new ones. This book is a great example of how to rapidly expand in any market and is a must read for expansion team leaders. -Noah Ostroff, Chief Executive Officer of Global Living and Top Selling Keller Williams Agent Dan Lesniak is the real deal. He runs the most profitable real estate team I know of, hands down. If you want to compress time to achieve your goals, listen to this guy and take action now! -Jeff Latham, President of Latham Realty Unlimited with 275

homes sold annually Dan and I first met when he was just getting started in the business, and I have been blown away at how he was able to grow his brand so rapidly in a very competitive market. Dan's creative approach and tenacity has served him well, and he is a great example of how to commit and succeed as a young real estate agent. -Thad Wise, Senior Vice President with First Savings Mortgage Corporation and \$100 Million Loan Officer Dan Lesniak is by far one of the brightest and highest-skilled real estate agents I have had the pleasure of working with; his strategies for his clients are brilliant! Dan has succeeded in one of the most competitive markets in the country, while also growing his brokerage and giving back to the community. -Elysia Stobbe, Real Estate RockStar and #1 Best Selling Author of How To Get Approved for the Best Mortgage Without Sticking a Fork in Your Eye

Where does business come from? That's the question every real estate agent asks but few have a truthful answer for. In an industry constantly selling the "easy button" and overrun with shiny widgets, agents are pulled in multiple directions at once, each promising that if they "just do this," their dreams of success and fortune will come true. After 20 years in the business, thousands of home sales, and hundreds of thousands of coaching calls, Tim and Julie Harris tell the hard truths about what it really takes to make it in real estate. The new, revised edition of Harris Rules outlines specific, actionable, and proven rules of engagement that any agent—rookie or veteran—can count on as they pursue their real-estate funded goals and dreams. Harris Rules lays the groundwork, beginning with how agents need to think about the business. Moving them forward with a step-by-step action plan, Tim and Julie show agents how to create longevity by scaling the business and then teach them how to monetize it. In this book, you'll learn: - How to control your mindset to get more things done, even when you don't "feel" like it - The ideal schedule of a top-producing agent and how to focus it on what matters, profit - Why you can't rely on only one method of generating leads - How to use the proven Seven-Step Listing Process to win the listing virtually every time - How to really achieve financial freedom With all-new case studies, resources, and Q&As for the highly motivated agent, Harris Rules covers tricky topics with much-needed frankness: making a profit, why having a team isn't the "golden calf," gaining multiple lead sources (that you don't have to pay for!), focusing on listings, and the fact that repetitious boredom does pay off. Tim and Julie will tell you the truth: Harris Rules is the savvy agent's all-inclusive, no-BS guide to succeed in real estate.

All real estate agents share one thing in common: we're all striving to get to the NEXT LEVEL of personal and professional success. We want to take our lives, our businesses, and our selves to the next level. What if you could get there, faster than you ever thought possible, by simply changing how you start your day? The Miracle Morning for Real Estate Agents beautifully blends strategy and inspiration in an enlightening parable from the bestselling authors of The Miracle Morning, (7L) The Seven Levels of Communication, and The New Rise in Real Estate. This book takes you on a journey into the lives of real estate agent Rick Masters and mortgage professional Michelle Phillips. Rick and Michelle face new challenges as the demands of their industry have left them stressed, overweight, and unfulfilled. Something has to change. They attend an event and meet other agents who have transformed their lives. Although Michelle is optimistic, Rick is skeptical. Little does Rick know, there really is a not-so-obvious secret that will transform your life in just 30 days. Discover it for yourself as you join Rick and Michelle on their life-changing journey. You'll learn how 30 days from today YOUR life and business can be everything you've always dreamed. It's your time to rise and shine!

Catapult your real estate career in only 10 minutes a day Staying organized is the key to being top of your game as a real estate agent, and The Essential Daily Planner for Real Estate Agents will help you do just that. This clever book is a business coach and an accountability tool all in less than 250 pages Read it, use it, and watch your productivity skyrocket --Barbara Corcoran, real estate mogul, business coach, and star of ABC's Shark Tank The Essential Daily Planner for Real Estate Agents is an easy-to-use daily organizer with a unique format that includes six months worth of space to record daily activities and achievements. Endlessly useful, the daily log makes it simple for users to note prospecting, marketing, and sales goals while also including space for record keeping, appointments, and personal notations. The thought-provoking daily motivators offer a starting point for agents seeking additional direction in their business. Research shows that goal setting and self-monitoring accelerates success. So whether you are a novice real estate agent or an experienced top producer, this daily planner will provide motivation, tools for analyzing patterns in your daily and weekly activities, and a record of your accomplishments. It's amazing the success that you can achieve in only 10 minutes a day

Brand New Third Edition! This book is for brand new Agents and experienced Agents looking to jump start their business. It's not a book for everyone. The book is for Honest Real Estate Agents who care about their customers, work hard and want to make a difference in helping other people. One of the drawbacks of most real estate schools is they teach you only how to pass the real estate exam. They don't teach you how to succeed as a Real Estate Agent once you get your license. This is the book for you because it will help you hit the ground running once you get your license. In the past five years thousands of new Agents have bought this book as they embark on their career in real estate.

In the wake of the housing collapse of 2008, the real estate business has never been more challenging. But for over 35 years--through up and down markets---Patricia Cliff, a Senior Vice President at The Corcoran Group, has been one of the most successful agents in the United States. In The Art of Selling Real Estate, Cliff offers a career's worth of practical advice that any agent can use right away. She explains how to build life-long relationships with clients as their trusted real estate advisor, by becoming the indispensable element in every real estate transaction--through the delivery of a consistent, authentic, remarkable high level of personalized service. Cliff's topics include: the art of the new soft sell; the necessity of selling the client on appropriate pricing; how to preserve the commission structure; how to dress up and optimally market properties; how to make money while you sleep by increasing your net worth with wise real estate investments; how to take your business to the next level with the creation and management of a successful real estate team; and how to create an exit strategy that will keep you relevant, involved and receiving a continued income flow as a rainmaker for your team.

With over 100 Residential Real Estate transactions every year, Ricky Carruth shares his outlook on what it takes to succeed as a real estate agent in today's market.

A great deal of real estate business is conducted via written correspondence. This book helps all agents to make the right impression with professionally written templates that are easily adaptable and cover a wide variety of communications needs.

Make your fortune in the real estate business With home prices jumping nationwide, the real estate market is clearly starting to show stabilization. In the latest edition of Success as a Real Estate Agent For Dummies, expert author Dirk Zeller shows you how to become a top-performing agent. Whether it's lead generation via blogging or social media channels, you'll discover key ways to communicate and prospect in a new online world. Inside, you'll find the latest coverage on being successful selling high-value homes, how to sell short sales to buyers without scaring them off, dealing with residential and commercial real estate, how to use third parties to drive leads and create exposure like Trulia, Realtor.com, and Zillow, and much more. Features tips and tricks for working with buyers Includes must-haves for successful real estate agents Offers tried-and-true tactics and fresh ideas for finding more projects Gives you the skills to close more deals Whether you're looking to rev up your real estate business, deciding whether to specialize in commercial or residential real estate, or just interested in fine-tuning your skills, Success as a Real Estate Agent For Dummies has you covered.

Advice, wisdom, strategy and knowledge from an award winning real estate agent. An insider's guide to understanding all facets of the buying, selling and investing in real estate. Have you been thinking about getting a real estate license? Are you going to real estate school now? Have you recently passed your real estate exam where you live? One of the drawbacks of most real estate courses and schools is they don't teach you how to succeed as a Real Estate Agent once you get your license. This is the book for you because it will help you hit the ground running once you get your license. Mario Jannatpour is a active Realtor with RE/MAX Alliance in Louisville, Colorado and what he writes about is based on his experience of what it takes to be successful today as a Realtor. Mario has been a Realtor since 2002. Mario has also published "The Honest Real Estate Agent" video training series available on Amazon.

Not your ordinary book on Real Estate. It's a book about Life, People, Health, Rejuvenation and Habits. Contributions by Real Estate's Most Influential Leaders: Spencer Rascoff - CEO, Zillow Pete Flint - CEO, Trulia Sherry Chris - CEO, Better Homes & Gardens Kristina Wise - CEO, Good Life Marc Davison - Partner, 1000watt Dave Crumby - CEO, realvolve Austin Allison - CEO, dotloop Lisa Archer - Co-founder, Geeky Girls Matt Beall - Broker, Hawaii Life Real Estate Vanessa Bergmark - Partner, Red Oak Realty Kim Colaprete - Founder, Team Diva Nobu Hata - NAR Director Dottie Herman - CEO, Douglas Elliman Real Estate Tina Mak - Broker, Coldwell Banker Michael McClure - CEO, VerifiedAgent.com Kelly Mitchell - Founder, Agent Caffeine Tara-Nicholle Nelson - Founder, RETHink Marc Siden - CEO, Onboard Informatics Kendyl Young - Owner, Diggs Foreword by: Michele Serro - Founder, Doorsteps Artwork by: Joey Roth Most Real Estate Books fall short. REAL goes beyond mere tactics and strategies to focus on the core of what really matters - You. With featured stories from Real Estate's Thought Leaders including Marc Davison, Spencer Rascoff, Sherry Chris, Kristina Wise and many more. If building a real estate business that lasts is important to you - this is a book you surely won't want to miss! Build to Last What stalls most agents from building sustainable businesses is the misconception that getting from point A to objective B will require more energy, skill, and time than we have. So we revert to short-cuts. But the truth is big problems are rarely solved with big solutions, but by a sequence of small solutions, sometimes over weeks, months, years, and sometimes over decades. It's About YOU A minimalist approach to marketing How to serve from the inside out Why Habits are more vital than goals How to cycle your energy and interest Why Authenticity matters more than Salesmanship Chase the Passion - Not the Money Why People - are your REAL portfolio Truth about Happiness and Money Health - Building a Sustainable You Practice - You are what you do Why Real Estate Craftsman will take over

Have you been thinking about getting a real estate license? Are you going to real estate school now? Have you recently passed your real estate exam where you live? One of the drawbacks of most real estate courses and schools is they don't teach you how to succeed as a Real Estate Agent once you get your license. This is the book for you because it will help you hit the ground running once you get your license. Mario Jannatpour is a Realtor with RE/MAX Alliance in Louisville, Colorado. Mario has been a successful Realtor since 2002. Reader Review: Are you new in real estate or a veteran? Do you know what buyers and sellers are looking for when they are looking at you? What qualities differentiate you from your competition? Mario has helped pin point what today's buyers and sellers are looking for in their real estate agent giving relevant information as well as insight on how you should handle different situations. We all know that honesty is the best policy yet the profession of representation is riddled with pot holes where one can stray. This book will help any new agent or seasoned agent gain a true north when dealing with clients. I sincerely recommend this book for anyone who is getting into the business and wants to get a firm handle of how to "be" great at your job. Addy Saeed, RE/MAX Active Realty (Toronto, Canada)

My name is David Newman; I was born and raised in Pensacola, Florida. I started bartending back in 2003 and took it as a profession; I was making around \$3500 a month, and I was content. But things started to change once I started my family. I found myself helpless as we were trying to take care of our son's illness and was looking for a 2nd and even a 3rd job to make ends meet. During this time I met this well-dressed older couple, they came to our restaurant for some food and drinks, as we were just talking; I told them my situation, and they were very sympathetic, before leaving the gentleman left me a good tip and his business card told me to call him the next day. Looking at the card, I noticed he was a realtor broker. I met him for lunch the next day, and he asked me if I would be interested in becoming a realtor part time. I found out I could become a licensed realtor for under \$300 and in just 3 months. Long story short, I am a realtor now for last few years, and I have helped few friends including my wife to become realtors. I do it full time now, and I made little over \$143,000 last year. I know this if I could do this anyone can, so this is for you, just follow what I outlined in this book and you will be successful as long as you are dedicated, serious and commit to doing this. " I got motivated to become a real estate agent when I met David the first time at an open house, I was surprised when he sent me this book via email with a note that said follow this and you will be fine. I took his advice and I am glad I did, I just passed my prelicense exam last week- Thanks sooo much David" - J. Mathias

Every year, thousands of Americans make the leap to an exciting, rewarding new career in real estate. If real estate is your dream career, passing the real estate license exam is the first step to success. With real estate basics and unbeatable study tips, Real Estate License Exams For Dummies will help you pass the test with flying colors — and get your new career off to a great start. If you want to get the best possible score on the exam, you need the kind of practical test preparation guidance you'll find here — all at a much cheaper price than you'd pay for a test preparation seminar or class. Real Estate License Exams For Dummies covers all the basics on: How — and what — to study Knowing what to expect on test day Developing the math skills you'll need Understanding your state's license laws and procedures Different exam formats In addition to helping you get a great score on the test and get licensed, this handy guide also covers the basics of the real estate business itself — from legal issues to taxes to contracts. For anyone preparing

for the license exam, or just thinking about taking it, this unbeatable study guide answers all your most vital questions on: Careers and job opportunities in real estate How commissions and other forms of payment work Working independently or for an agency Federal fair housing laws you should know Land and ownership rights Owning through partnerships, cooperatives, and corporations Deeds, mortgages, and closings Types of real estate contracts and agreements Environmental regulations Valuation and property appraisal Financing and taxes Using real estate as an investment vehicle Plus, two practice exams with answers and explanations let you test your knowledge before you take the exam, so you'll know if you're ready or not. Real Estate License Exams For Dummies is a helpful, straightforward resource that puts future real estate professionals on track for success.

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