

# The HyperLocal HyperFast Real Estate Agent How To Dominate Your Real Estate Market In Under A Year I Did It And So Can You

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**The New Digital Storytelling** - Bryan Alexander 2011

This book surveys the many ways of telling stories with digital technology, including blogging, gaming, social media, podcasts, and Web video. \* Provides a bibliography listing sources consulted \* Contains an index of key words and concepts from the text

**Real Estate Marketing Playbook** - Brandon Doyle 2018-09-12

Countless marketing books have been written for real estate agents, and for a good reason: to survive in today's challenging economic climate, real estate agents must wear so many hats at once to have a chance at success, and thus need as much help as they can get. While many real-estate marketing books offer a whole-life plan to achieving your goals or attempt to impress you with far-out tactics that may have worked for one person, one time, in a market unlike any other, this book is different. The Real Estate Marketing Playbook was inspired by observations and experiences over many years in the real estate business. Concise chapters get right to the point and offer actionable advice. You'll receive a brief overview of each tactic, learn about best practices, and in most chapters, you'll hear from experts as they chime in on their struggles and successes. This is not to say that the book is merely short; it is merely respectful of your time. Each chapter is its own contained unit. Feel free to flip to any section that intrigues you, or that addresses a situation applicable to you. Keep in mind that it is not humanly possible to implement every idea in this book. Neither is it possible that every concept applies to every real estate agent. Just like your real estate business, every situation is unique. Use common sense to determine if a plan is right for you, your market, and your business. This book is meant to be kept within reach throughout your business day - in the car, in your bag or briefcase, etc. It's a perfect companion when waiting for open houses to begin or for clients to arrive. It's a helpful lunchtime read to keep you in the mindset of innovation and forward movement for your business. Anytime you need a helpful hint or a compelling idea to help boost your current or next marketing project, crack it open; even just flipping it open and reading a chapter at random could spark an idea that skyrockets your real estate business. This book is not for those seeking a shortcut, but for those who are willing to challenge themselves to take advantage of every opportunity to grow their real estate business.

**The HyperLocal, HyperFast Real Estate Agent** - Daniel Lesniak 2017-02-23

#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**

**The Insider's Guide to 52 Homes in 52 Weeks** - Dolf de Roos 2006-04-17 A real estate guide unlike any other, **The Insider's Guide to 52Homes in 52 Weeks** is the true story of a seemingly impossible investing challenge and the two investors who pulled it off--all to prove that you can do it too. Successful real estate investors Dolf de Roos and Gene Burns wanted to show skeptical investors that there are always great deals to be found. So they set out to buy fifty-two homes in just one year. Not only did they succeed, they did it in less than ten months and earned a lot of money in the process! Tracing this ten-month real estate adventure in depth and detail, **The Insider's Guide to 52Homes in 52 Weeks** explains the authors' strategies and techniques for acquiring almost any property in any market. Inside, you'll find step-by-step guidance on: \* Finding the perfect market to invest in \* Designing your strategy and getting started \* Making your first deal \* Finding the help you need to succeed \* Changing strategies midstream \* Networking to find new leads and opportunities \* And much more Combining unbeatable investing guidance with firsthand accounts of real deals, **The Insider's Guide to 52 Homes in 52 Weeks** arms investors with a diverse mix of strategies and tactics that will turn every real estate deal into a moneymaker.

**Real Estate Exposed** - Daniel Beer 2017-05-23

**Empower Your Home Sale. Sell Faster, For More, With A Full-Market Response.** It's time to put your home on the market. It's been done the same way for ages--does it really matter which agent you choose? Well, if you want top-dollar and a full market value, then yes. In line with the traditional home selling process, you may have learned to accept the

impromptu house visits whenever it is convenient for the buyer, minimal and sporadic feedback following showings, and underwhelming offers. But there is a better way to sell your home and in *Real Estate Exposed*, Author Daniel Beer educates you on how to do just that in the shortest amount of time and for maximum profit. By taking an objective look at and deconstructing the traditional home selling process, Daniel Beer provides insight on how to get a full market response and net you more money. **WITHIN THESE PAGES YOU WILL:** -Learn proven strategies for earning top-dollar on your property -Learn how to avoid leaving equity in the buyer's pocket -Understand how to move your buyer from a thinking state to an emotional state so you can create a negotiating advantage - Learn how to use price as a weapon to enhance your home sale in any market -Receive the full proof real estate agent hiring framework so you never end up stuck with the wrong person again -Easy home improvement wins -The truth behind staging so you can easily and affordably set up your home for the highest sales price -And so much more!

**Outrageous Authenticity** - Leigh Brown (Realtor) 2016-01-29

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.

**Laugh Your Way to Real Estate Sales Success** - Cathy Turney 2014-11-27

"This is it-golden lessons on getting to the top as a real estate agent and staying there!" -John Robinson, founder of PassionQuest Technologies LLC, No. 1 best-selling author and master business coach "A lot of sound advice and a lot of laughs." -Chuck Lamb, past president, California Association of Realtors Top-producing real estate broker and award-winning humorist Cathy Turney shows real estate sales people how to reliably achieve and sustain a six-figure income in this laugh-out-loud exposé and how-to book about the real estate sales business. As managing partner at Better Homes Realty in the San Francisco Bay Area, Cathy has seen it all in her 25-plus-year real estate career and ranks in the top 10 percent of all real estate agents in sales production nationally. Whether you are a newly licensed real estate agent, an experienced pro, or someone who wants to learn what Realtors do all day and many nights, you will find this book adds greatly to your success and ability to smile! "Laugh Your Way to Real Estate Sales Success raises the bar for others of its kind. Top-notch success tips, practical solutions to challenges, and how to consistently make money in a field that tests one's perseverance-all are delivered with wit and candor." -Judd McIlvain, Emmy Award-winning TV and radio consumer reporter Bonus! Inside this book you will find a link to three valuable perks: 1. "Inspire Me" weekly text messages about real estate sales and marketing to keep you on track and smiling! 2. A sample of Cathy's highly successful real estate prospecting newsletter with pointers on what to include, why to include it, where to find the information, and how to distribute it. 3. Coaching in Cathy's monthly conference call forum - FREE! Order a copy of this book now and take your sales and smiles to a whole new level.

**The Honest Real Estate Agent** - Mario Jannatpour 2016-09-14

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.

**Sell It Like Serhant** - Ryan Serhant 2018-09-18

NATIONAL BESTSELLER \*\* USA Today Bestseller \*\* Los Angeles Times Bestseller \*\* Wall Street Journal Bestseller A lively and practical guide on how to sell anything and achieve long-term success in business Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. *Sell It Like Serhant* is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips on: --The Seven Stages of Selling--How to Find Your Hook--Negotiating Like A BOSS--How to Be a Time Manager, Not a Time Stealer--And Much More! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits

and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, *Sell It Like Serhant* will make anyone a master at sales. Ready, set, GO!

**YouTube for Real Estate Agents** - Karin Carr 2019-08-24

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

**Fear Is Just a Four-Letter Word** - Tracy Tutor 2020-07-14

Instant Wall Street Journal bestseller! From the first female real estate broker on Million Dollar Listing LA, a no-nonsense guide to analyzing big egos, deflecting power plays, and taking control of any room. Behind Tracy Tutor's on-screen persona is an uncanny knack for projecting confidence in the most intimidating of circumstances. The breezy, tough-talking, utterly inimitable businesswoman has rivaled her male co-stars to land increasingly high-profile deals in the world of LA real estate. Now, Tracy is leveraging her years of experience to write the go-to manual for any woman struggling to convince people she's in charge. If you get thrown off course by narcissistic personalities or freaked out by high-stakes situations, don't assume you're weak. When fear is running the show, you get wrapped up in your head and start missing important cues. Yes, the people you're dealing with seem scary, but they're more predictable than you think. Once you understand them, it's easy to push the right levers of influence to get what you want. Through candid, hilarious stories of her rise through a world of misogyny and cutthroat business dealings (text message screen shots from creeps included!), Tracy offers a crash course in the psychology of power dynamics and social signaling. You'll learn: What five things you should always find out about someone before you meet them How to choose the perfect outfit for an important meeting, even when dressing on a budget When and how to use humor strategically to lighten the mood and command authority This book is a must-read for any ambitious woman who wants to win her next business confrontation before she even walks into the room.

**7L: The Seven Levels of Communication** - Michael J. Maher 2014-09-02

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 Road to Recognition** - Seth Price 2017

Ready to reap the rewards of recognition? You own a brand. Its name is your name. You need to take ownership of it and earn recognition as an expert in your field. There's no simple shortcut. But now there's a remarkably useful roadmap featuring: An A to Z guide packed with actionable advice for developing your personal brand and accelerating your professional success. 26 practical lessons to help you whether you're an entrepreneur, business leader, aspiring professional, creative, marketer or second careerist Insights from professionals who are reaping the rewards of recognition

**Zero to Diamond** - Ricky Carruth 2017-02-10

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.

**Exactly What to Say: For Real Estate Agents** - Phil M. Jones 2019-09-30

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.

**Rescue Dogs and Real Estate** - Steve Schlueter 2021-07-02

Real estate agent Michael Barnes had heard other agents talk about the real estate crash of the great recession, yet he had no idea that an

extreme seller's market could be just as challenging. Low inventories and the competition for listings left him struggling to survive. Buying Internet leads wasn't the answer. His enthusiasm was at an all-time low, until a chance meeting took him on a journey that transformed his thinking, his approach to sales, and his life.

Work 9-5 and Flip on the Side - Jason Lassiter 2019-05-20

Work 9-5 and Flip on the Side is the ultimate guide for someone who is interested in making extra money flipping houses on the side while keeping the security of their full-time job. The key is to do it profitably! Written by a highly experienced real estate investor, Jason Lassiter, this book is a blueprint on how to find winning properties, then rehab them and sell them for a profit. The reader will learn how to: - Locate the best deals- Find lenders (and what kind of lenders to use)- Hire the right contractors- Build your own team with confidence- Make a nice profit- And much more... This is your guide to establishing your own real estate investing business. If you have ever thought about getting into real estate investing, this book will show you how to do it step-by-step so that you can confidently buy, rehab and sell real estate properties on the side. About The Author Jason Lassiter was born and raised in New York. He works as an IT Security analyst and he has flipped over 100 homes within the last 10 years while working full-time. He is also the founder of a non-profit organization called Safety52 which keeps children and elderly adults safer by providing solutions of smart housing and wearable technologies to prevent abuse, neglect, and exploitation.

Become a Rock Star Real Estate Agent - Jennifer Seeno Tucker 2020-09-01

Within Become a Rock Star Real Estate Agent, Jennifer Seeno Tucker helps real estate agents create the favorable circumstances that will increase the success and effectiveness of their sales career, so they can rake in the profits. Become a Rock Star Real Estate Agent shows real estate agents that they can have a successful and thriving real estate business. There is a way for real estate agents to use their current skills, knowledge, and expertise to create a profitable real estate career capable of earning \$100k or more every year. Become a Rock Star Real Estate Agent is designed to guide real estate salespeople who are truly ready to earn the profits they were born to make. Author, vice president of business development, and associate broker of EXIT Realty United, Jennifer Seeno Tucker helps real estate agents to: Learn how to regain control of a stagnant real estate sales business Recognize the patterns as to why their real estate career has failed to thrive Overcome sluggish real estate transactions that are hurting their bank account Identify highly qualified clients that will help them reach their income targets every month with ease Keep their real estate business growing on a deliberate path of prosperity

Selling Luxury - Robin Lent 2009-05-27

Praise for SELLING LUXURY "Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty." —Hamida Belkadi, CEO, De Beers Diamond Jewellers, USA "Selling Luxury is filled with ways of exceeding each client's expectations through offering a service that surprises and delights." —Aaron Simpson, Group Executive Chairman, Quintessentially What does it take to sell high-end luxury creations to the richest clients in the world? In Selling Luxury, Robin Lent and Geneviève Tour, with thirty years of combined experience, share their savoir-faire. You'll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. Selling Luxury will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world's most prestigious brands.

The Real Estate Sales Secret - 2015-04-24

The Very Social Broker - Ryan Garson 2021-11-03

The modern real estate market is online, and if you are not making social media an integral part of your marketing strategy, your competitors will soon be eating your lunch. In 2015, Ryan Garson entered the real estate market with dismal results. Then he tapped into social media techniques that caused his real estate business to explode. Very quickly, he went from selling almost nothing to closing on millions of dollars of business a year. Now he's sharing his secrets. In The Very Social Broker, you'll learn: - Why your social media isn't working - How to turn Instagram into your primary marketing tool - Strategies for creating killer content that generates leads You can no longer afford to ignore social media. Ryan Garson shows how you can use it to make your real estate business explode!

The HyperLocal, HyperFast Real Estate Agent Companion Guide - Daniel

Lesniak 2017-11-15

The Conversion Code - Chris Smith 2016-02-11

"If you need more traffic, leads and sales, you need The Conversion Code." Neil Patel co-founder Crazy Egg "We've helped 11,000+ businesses generate more than 31 million leads and consider The Conversion Code a must read." Oli Gardner co-founder Unbounce "We'd been closing 55% of our qualified appointments. We increased that to 76% as a direct result of implementing The Conversion Code." Dan Stewart CEO Happy Grasshopper "The strategies in The Conversion Code are highly effective and immediately helped our entire sales team. The book explains the science behind selling in a way that is simple to remember and easy to implement." Steve Pacinelli CMO BombBomb Capture and close more Internet leads with a new sales script and powerful marketing templates The Conversion Code provides a step-by-step blueprint for increasing sales in the modern, Internet-driven era. Today's consumers are savvy, and they have more options than ever before. Capturing their attention and turning it into revenue requires a whole new approach to marketing and sales. This book provides clear guidance toward conquering the new paradigm shift towards online lead generation and inside sales. You'll learn how to capture those invaluable Internet leads, convert them into appointments, and close more deals. Regardless of product or industry, this proven process will increase both the quantity and quality of leads and put your sales figures on the rise. Traditional sales and marketing advice is becoming less and less relevant as today's consumers are spending much more time online, and salespeople are calling, emailing, and texting leads instead of meeting them in person. This book shows you where to find them, how to engage them, and how to position your company as the ideal solution to their needs. Engage with consumers more effectively online Leverage the strengths of social media, apps, and blogs to capture more leads for less money Convert more Internet leads into real-world prospects and sales appointments Make connections on every call and learn the exact words that close more sales The business world is moving away from "belly-to-belly" interactions and traditional advertising. Companies are forced to engage with prospective customers first online—the vast majority through social media, mobile apps, blogs, and live chat—before ever meeting in person. Yesterday's marketing advice no longer applies to today's tech savvy, mobile-first, social media-addicted consumer, and the new sales environment demands that you meet consumers where they are and close them, quickly. The Conversion Code gives you an actionable blueprint for capturing Internet leads and turning them into customers.

Farm: The Real Estate Agent's Ultimate Guide to Farming Neighborhoods - Brian Icenhower 2017-09-08

Learn the strategies and methods top producing real estate agents use to successfully farm neighborhoods to become the community real estate expert of choice. Learn the systems that real estate coach Brian Icenhower implements with many of the top producing agents in the world to create steady and predictable sources of commission income from targeted geographic communities. Get the business generation strategies, techniques, scripts and tools to build your real estate geographic farming business from the ground up.

Real Estate Success in 5 Minutes a Day - Karen Briscoe 2016-07-26

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.

[List to Last](#) - Ricky Carruth 2017-08-15

If you are a real estate agent and would like be more of a listing agent than a buyers agent, this is the book for you. Ricky has sold over 100 properties per year as a single agent consistently for years. This easy-to-read book will show you to way to not only thrive off of listings, but also prepare you for the next (and every) market downturn.

[#GetSocialSmart](#) - Katie Lance 2017-04-17

Tired of spinning your wheels when it comes to social media? In this book, I take you through the nuts and bolts of what it takes to create a smart and sustainable social media strategy that will help you grow your business!

**YOUR FIRST 365 DAYS IN REAL ESTATE** - Shelley Zavitz 2019-06-03

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.

*How to Not Get Your Ass Kicked In The Real Estate Business* - Willie Miranda 2015-10-08

**YOUR ESSENTIAL GUIDEBOOK FOR GROWING YOUR REAL ESTATE BUSINESS** How To NOT Get Your ASS KICKED In The Real Estate Business shows you, the real estate agent, how to have a profitable business and a balanced life. Willie Miranda, Broker and Owner of Miranda Real Estate Group, Inc., combined his experience in the insurance business with solid real estate principles; resulting in a very successful and highly profitable real estate business. In this book, you will learn the importance of: essential lead generation pillars to maximize lead flow and consistent growth, proven operating systems and plans to help leverage time, money and people. How to become less of a Transactional Agent and more of a Career Agent as well as applying effective time management strategies for the high producing real estate agent. This book will also teach you how to take action, and grow personal relationships with clients. By implementing Willie's referral and real estate systems, you have the power to build a more profitable repeat and referral business.

**The High-Performing Real Estate Team** - Brian Icenhower 2021-09-21

Transform your real estate business into a sales powerhouse In The High-Performing Real Estate Team, experienced real estate coach Brian Icenhower shares the systems and secrets of top real estate agents and brokerages. The book offers actionable systems and processes that can be immediately implemented to take you, your fellow agents, and your team or brokerage to the next level. Focusing on the 20% of activities that drive expansion, this book shows you how to create renewed enthusiasm, productivity, engagement, and exponential growth at your real estate team. With this book, you will: Discover how to create a viral goal that spreads throughout your team and drives change Learn to focus on core activities that result in the majority of your growth and productivity Cultivate personal responsibility with public accountability and accelerate growth with a custom team dashboard that measures metrics for success Written for real estate agents, teams, brokerages and franchise owners, The High-Performing Real Estate Team is an indispensable resource that will guide you toward growth while providing you with the resources and downloadable materials to reach your goals faster.

**Ninja Selling** - Larry Kendall 2017-01-03

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.

**Real Insights** - John Graff 2021-11-23

A no-nonsense guide to finding success-and avoiding failure-in your first years in real estate. Let's not sugarcoat it-real estate is a cut-throat industry. Nearly 87-percent of new agents succumb to failure within the first five years. What if instead of failing, you could join the 7-figure club instead? In this comprehensive guide, you will discover: What you need to know about passing exams and getting licensed The insider strategy for launching and nurturing your career from Day 1 Common and avoidable mistakes made in the first year The surprising traits shared by successful agents The real reasons clients choose certain agents over others Proven pricing strategies and marketing tactics Easy insights you can implement NOW to boost your real estate career The #1 key to success in real estate And much more! In his first resource for the masses, award-winning real estate expert John Graff guides readers through the challenges and opportunities new agents face. Graff used these same insights to quickly evolve from brand new agent to founder and CEO. Graff is now the owner of one of the country's fastest-growing privately held companies. Real Insights is your guide to avoiding common mistakes so you can be part of the 13-percent of agents who thrive.

**The Miracle Morning for Real Estate Agents** - Hal Elrod 2012-12-12

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!

*The Lazy Realtor* - Wade Webb 2014-06-19

Shift your real estate business into high gear, this REALTOR training book makes listing and selling property easy Learn lead generation, marketing strategy and tips, client prospecting, systems, formulas, scripts and more No more stumbling blindly trying to build a successful real estate business, follow Wade Webb's proven real estate success system and generate a great income while creating the lifestyle of your dreams Simply follow the field tested tactics in this realty handbook loaded with creative advertising and promotional ideas for the beginner and seasoned professional alike. Executive coaching for full time and part time REALTORS seeking effective tools and professional, business and life coaching backed with a solid business philosophy Real Estate Business Training to Build a Market Proof Successful Realty Empire The Lazy REALTOR by Wade Webb is built on universal, proven and tested business principles designed to inspire and educate you into reaching and surpassing your wildest dreams to build a successful real estate business and to enjoy the lifestyle that goes along with it. The Lazy Realtor goes into great detail on all the main components required to start, grow, and maintain a recession proof real estate empire. Learn about getting started, the learning curve, budgeting, goal setting, how to become an EXPERT Buyer & seller cycles, listing cycles, pricing psychology Databases & relationship lists, expanding your database Potential clients everywhere, multiplying leads, lead generation, cashing in on leads Glengarry style, sales and power prospecting methods Enter the World Wide Web, power of connecting, new Marketing IT Open

House strategies Triggering emotions, features vs. benefits, psychology in sales Staging homes, selling sellers on staging Farming, direct mail, cold calling, warm calling Expired listings, for sale by owner, FSBOs Making listings more salable Managing your time, time blocking, breaking the realtor-phobia, selling yourself Showing luxury homes In buyers shoes, one house at a time, Exclusive Agent anyone?, helping owners with direct sales Winners never quit, quitters never win, discipline can go a long way, 3-Part Formula for Success Pricing strategies, connecting with your sellers, getting inside their head 22 solutions to kick-start your business (and yourself!) Insider's Tips 7 figure income for me? Specifications 6" x 9" (15.24 x 22.86 cm) Black & White on White paper 126 pages Wade Webb Real Estate Coaching Handbook for Seasoned Professionals and "Dummies" Alike Why stumble through your real estate career learning the hard way when you can learn from a master who has "been there, done that" and chiseled through all the trial and error for you? The last thing you want when trying to attain your financial and professional goals as a REALTOR is to waste days, months and even years spinning your wheels not to mention thousands of dollars on mis-spent advertising dollars and business expense... and let's not forget the potential lost income of doing it right the first time. Buy Wade Webb's The Lazy Realtor and Receive the Following All the rock solid real estate training mentioned above and much more Bonus training materials Bonus videos from Wade and marketing materials Product Guarantee - The ONLY Real Estate Coaching eBook Backed by a Lifetime Satisfaction Guarantee Order Now as You Risk Nothing With Our Guarantee. Buy 2 and Get One for a Friend?

[Reverse Selling](#) - Brandon Mulrenin 2021-08-13

**The Millionaire Real Estate Agent** - Gary Keller 2004-04-01

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

**Downsizing the Silver Tsunami** - Sharon Mcrill 2019

**How to Become a Million Dollar Real Estate Agent in Your First Year** - Susan Alvis 2016-09-30

**The Altman Close** - Josh Altman 2019-04-09

Land the deals you want and develop your instincts with million-dollar

negotiation techniques After selling over \$3 Billion in real estate, including the most expensive one-bedroom house in history, Josh Altman, co-star of the hit show Million-Dollar Listing Los Angeles, wants to teach you the real estate sales and negotiation tactics that have made him one of America's top agents. Buying or selling a house, whether for a client or yourself, is one of the most important (and most stressful) deals anyone can make, demanding emotional intelligence and a solid set of negotiating skills. But by mastering the same techniques that sell multi-million-dollar homes in Bel Air and Beverly Hills, you can attract buyers and close deals on any property. Josh breaks down the art of real estate into three simple parts. First, he'll help you get business in the door during the Opening. Then he takes you step-by-step through the Work: everything between the first handshake and the last. And finally, the Close, the last step that ensures all your hard work pays off as you seal the deal. Learn how to open with a prospect, work the deal, close, open, and repeat Build and market your reputation, creating more sales opportunities Develop the traits of a closer in you and your team Drive the deal forward and get the best price for your property by creating desire, scarcity, and demand Successful real estate sales are driven by the same principles, whether they happen in the Hollywood Hills or just down the street. Josh wants to put those principles, and the techniques for applying them, in your hands. Learn them and discover what you can achieve.

**Real Estate Marketing** - M. Joseph Sirgy 2014-05-09

Real Estate Marketing is specifically designed to educate real estate students with the art and science of the real estate marketing profession. The ideal textbook for undergraduate and graduate level classes in business school and professional / continuing education programs in Real Estate, this book will also be of interest to professional real estate entrepreneurs looking to boost their knowledge and improve their marketing techniques. The book is divided into five major parts. Part 1 focuses on introducing students to fundamental concepts of marketing as a business philosophy and strategy. Concepts discussed include strategic analysis, target marketing, and the four elements of the marketing mix: property planning, site selection, pricing of properties, and promotion of properties. Part 2 focuses on personal selling in real estate. Students will learn the exact process and steps involved in representing real estate buyers and sellers. Part 3 focuses on negotiations in real estate. How do effective real estate professionals use negotiation approaches such as collaboration, competition, accommodation, and compromise as a direct function of the situation and personalities involved in either buying or selling real estate properties? Part 4 focuses on human resource management issues such as recruiting and training real estate agents, issues related to performance evaluation, motivation, and compensation, as well as issues related to leadership. Finally, Part 5 focuses on legal and ethical issues in the real estate industry. Students will learn how to address difficult situations and legal/ethical dilemmas by understanding and applying a variety of legal/ethical tests. Students will also become intimately familiar with the industry's code of ethics.