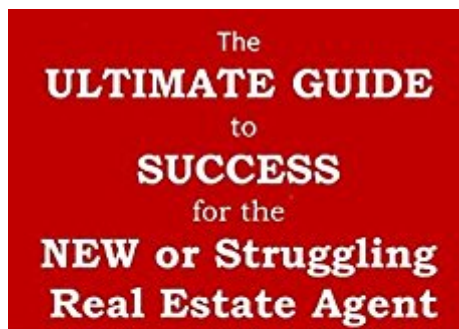


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# The Ultimate Guide To Success For The New Or Struggling Real Estate Agent: PRINCIPLES Of A SUCCESSFUL REAL ESTATE AGENT



## *Principles of a Successful Real Estate Agent*

Boost your real estate career today!

Greenhill Publishers

B.C. Debalmir



## Synopsis

The Ultimate Guide to Success for the New or Struggling Real Estate Agent, is a Powerful and Handy Guide for the Aspiring and the Struggling Real Estate Agent. This book offers many easy-to-understand methods that you can use immediately to find buyers and sellers, increase your productivity, performance and eventually your income. Whether you are just getting started or you are looking to boost your real estate career, this book will serve as a tool and can provide valuable information for your Real Estate Business. Real Steps you can take today to Increase Your Client-Base. How to Prospect for a Strong Listings Inventory. Simple Strategies to help you find buyers and sellers and close more deals. How to generate more referrals. How to Build a Successful Real Estate Business. How to Find Prospects and Build your Client List. Prospecting Effectively and Faithfully for New Listings. Proven Practices to Increase your Income. Ways to Turn Renters into Buyers, etc. How to make a Six Figure Income in 12 Months. This A How-To-Guide, To go from New or Struggling to Mega Agent.

About The Author Bruce is a successful real estate professional, entrepreneur and an independent publisher. Prior to becoming an independent publisher and a real estate professional, Bruce created several manuals around business operations and client services. This included marketing, field operations, leadership and customer service. He has written several business books since 1987 including: Jump-Start your Real Estate Business to a Six Figure Income, Master your Real Estate Market, How to Find and Sell More Listings and now The Ultimate Guide to Success for the New or Struggling Real Estate Agent. He combines his knowledge as a successful real estate agent with his prior background in the contracting business as instructor, owner, manager for several service businesses to bring a unique balance of experienced in sales, negotiation, problem-solving, customer service skills to accommodate his client's needs. Using his twenty-nine years of experience in business development and real estate sales, Bruce guides you through the step-by-step instructions for developing an effective strategy for a productive real estate business. We hope you enjoy our products as much as we enjoy offering them to you.

Introduction This book is the essence of my hard work and learning experience in the 18 years of my career in the Real Estate Business. Becoming a Real Estate Agent was one of the best decisions I have ever made. The beginning of my Real Estate Career was not easy. Nevertheless, deep down, I knew that failure was not an option for me. Sure, there were times when it felt like I was getting nowhere, but I did not want to quit, I followed through until I reached my goal. My focus and determination were tested repeatedly, but every time I was tested, I remembered these two phrases: "Finish what you started, be the person you know you can be, because your future is in your hands". "Take action today, if you

do nothing, you will get nothingâ. It is important to remember that the sky is the limit, because no one can stop you, you can make as much as you want. The possibilities are there; it is all up to you. There is no shortage of opportunities waiting out there. However, to be successful in the real estate business, you have to educate yourself. Real Estate also has to be something you enjoy doing. The difference between successful and average lies in the real estate agentâs approach to sales, marketing and the courage to work hard. For your real estate business to grow into a successful business, it is essential for you to clearly know what you want and how much money you want to make in the next few months and years thereafter. You must have a plan. In reality, everything in life is based on proper planning and a good foundation. . You will need to set up that foundation for your real estate business, because you are responsible for your success or your fai

## **Book Information**

File Size: 654 KB

Print Length: 146 pages

Simultaneous Device Usage: Unlimited

Publisher: Greenhill Publishers (June 18, 2016)

Publication Date: June 18, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01H9SOVIM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #885,358 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #61

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