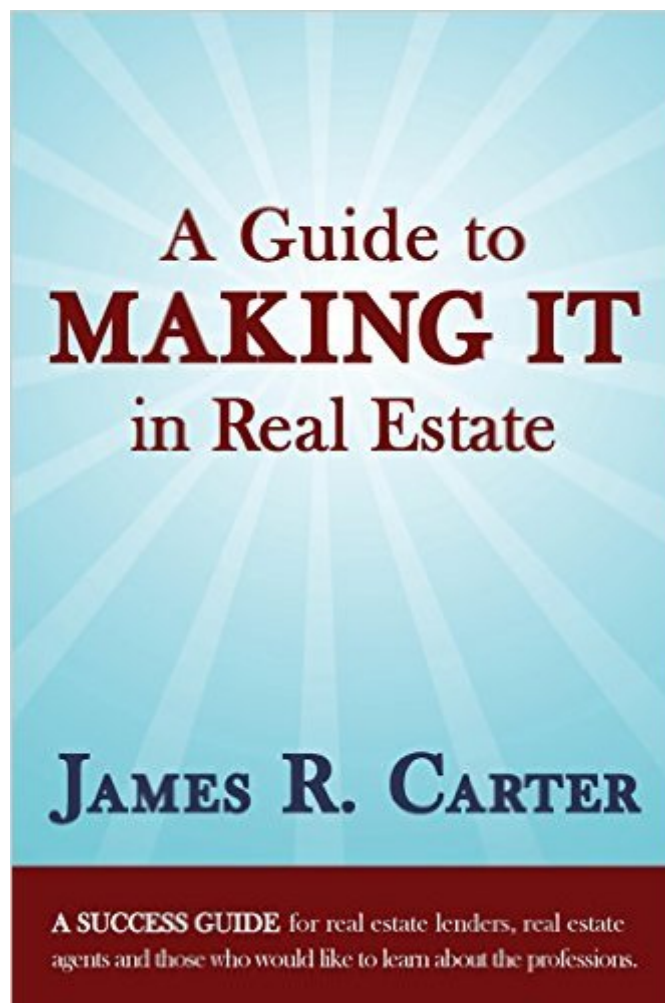


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# **A Guide To MAKING IT In Real Estate: A SUCCESS GUIDE For Real Estate Lenders, Real Estate Agents And Those Who Would Like To Learn About The Professions.**



## Synopsis

Written specifically for real estate lenders and real estate agents by someone who has had phenomenal success in both professions, *A Guide to Making It in Real Estate* stands out from the crowd for its clarity, simplicity, and humor. Whether you call yourself a lender, a real estate agent, or a commercial professional, author James R. Carter points out that you are essentially the CEO of your own small business—as well as the VP of marketing, VP of operations, VP of finance, Director of Attitude, and lead sales representative—six hats. You are responsible for 100 percent of your success, and in order to thrive, you need to be strong at four essential areas: finding deals, doing deals, managing money, and keeping your head straight—Marketing, Operations, Finance and Attitude. Carter offers insight and advice that lenders, real estate agents, and anyone interested in the real estate business will likely find useful—whether you're just getting started or simply need inspiration. In fact, the principles outlined in this book make it an excellent resource for any type of small business owner.

## Book Information

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## Customer Reviews

I always thought the National Best Seller *The Millionaire Real Estate Agent* by Gary Keller of Keller Williams was the best book written for the Real Estate Professional. My mind has been changed by James Carter's *A Guide to Making it in Real Estate*. The book is written for the Realtor and Mortgage Lending fields, but can really be used in any entrepreneur or sales industry. I worked as the in-house lender at the high powered and high performing Real Estate office that Jim mentions in the book. To our astonishment, right from the first day, Jim was giving the Big Dogs in the office a run for their money to be #1. Jim has a casual personality and was very

well-liked by management and his colleagues. I could see though, that under this calm exterior, lay one of the fiercest competitorâ€™s I have ever met in the Real Estate field. As I watched his quick and huge success, I often wondered; what makes this guy tick? How does he do it? I was thrilled to find out that he had written this book and I would be able to finally get the answers to my questions. I ordered the book with rush shipping and completed reading the book in 24 hours. Everyone should have this book sitting next to their 2016 business plan or even better make the book their biz plan. I incorporated a lot of the book into my plan for this year, especially the targeted focus of time and energy to the four â€œbucketsâ€• of Marketing, Operations, Financial and Attitude. We actually had Jim come in and present at our Sales kickoff meeting and Jim and the book were very well received. Two thumbs up for a book written from a Mega Producer for everyone who wants to raise their business (and it is your business as explained in the book) to a much higher level. George Pires Stonecrest Financial

Great read! I would say this is the best "Guide" for Real Estate agents I've ever read and I've read quite a few. Most of the books like this contain the same generalized topics in every one of them. This book actually gives you unique insight and advice you can actually use. I found myself thinking: "Humm, I've never thought of it that way before" all throughout the book... I have been an agent for a little over a year and I would advise all agents that need a little nudge to read this book.

James, you hit a home run with this one. This isn't just a book about "making it" in real estate world, its about how a self-made success story (insert your name here) made it happen in the (insert your industry here) world. Read this book and learn the secrets to success in anything you do in your life. Very well done!

Readers, this guide is the gasoline needed to light the "real estate fire" we have inside of us. This is me: Mid twenty's recent college graduate, bright, smooth, eager to learn, yet had no clue as to which real estate facet to focus on, or even how to start in the real estate market, reserved, short on patience, wallflower, overly empathetic, quick to correct someone, California laid back personality, modest, approachable, yet at times, short on confidence. Can I be successful? You bet I can. I work hard. Really hard. The one trait that defeats everything, from genetics to money to family endowment to a fancy education, is hard work. If it's one thing you are, and without even knowing you, is hard working. Can you be successful? You're here. You've been reading this guide, or you plan on reading it. You have unconsciously taken a step towards a potential career in real estate.

Just by reading James Carter's book shows the initiative you're taking to own your entrepreneurial spirit. This guide is full of advice, testimonies, stories, practical "how-to's", quotes, and the assurance needed to stay fired up. I'm on chapter 17, and I've made more progress in research and mentor outreach than I thought possible. I highly recommend this guide, and I will treat it as a friend who I can often visit. If you're considering real estate, this guide is absolutely essential and should be referred to often.

Well done! Not only is this a "Guide" to real estate success, but a guide for any small business owner. Having my own general contracting business for nearly 20 years I discovered many nuggets of relevant information. A real must read to achieve true success.

Excellent read with quick concise recommendations, perfect for the busy on the go professional. I was able to pick it up read several chapters then put it down to deal with life, and then pick it up again when I found a few minutes. Jim's format of quick "to the point" recommendations works well for remembering and adopting the recommendations. The advice contained in this book has helped me stay focused on doing what matters and makes a difference in my real estate business. I highly recommend this book!

There are a lot of books out there that try to offer guidance on how to be successful in the real estate industry, but rarely do you find something as comprehensive and helpful for not only long term success but great practices for the "daily grind" in real estate as (title). I would recommend this book to anyone new in the industry looking for a template for that great success or any experienced agent looking for inspiration from Jim's proven strategies.

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