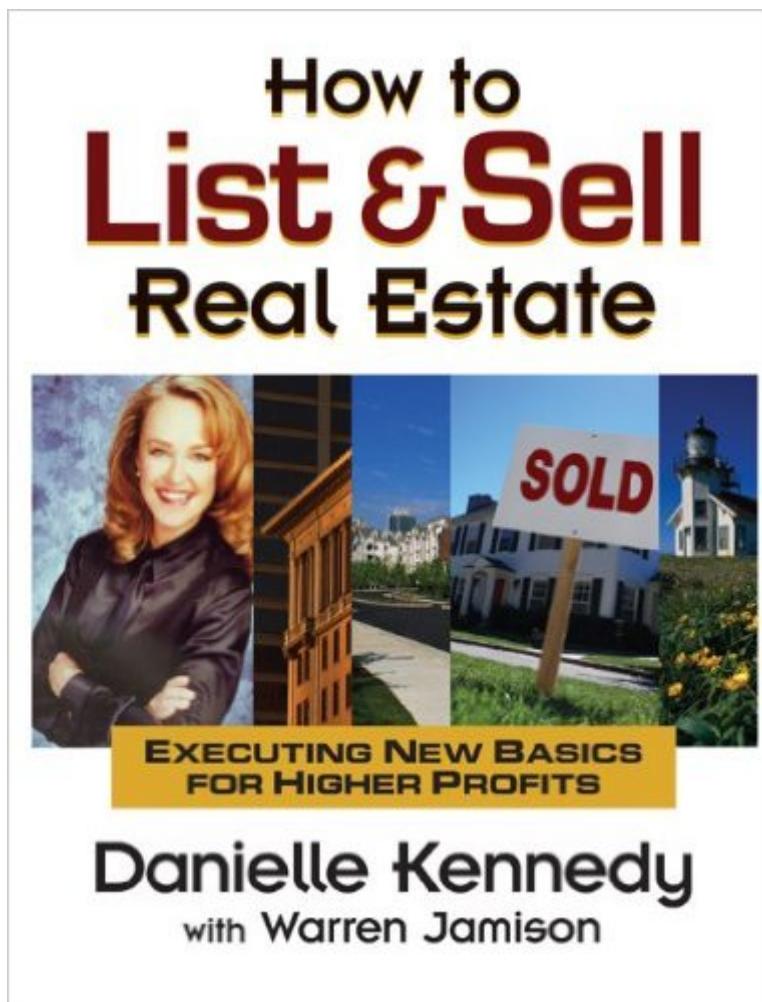


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# How To List And Sell Real Estate: Executing New Basics For Higher Profits



## **Synopsis**

This best-selling real estate book delivers the proven formula for creating a fast-track career and higher profits in real estate. Discover the trade secrets to building lifelong customers and gaining market share from the first-hand experience of one of real estate's most highly regarded professionals. In her dynamic style, Danielle explains how technology will not replace the value of an agent but, instead, has increased the demand for personalized selling. Seize the opportunity to set in motion these NEW basics to your success in real estate.

## **Book Information**

Hardcover: 568 pages

Publisher: South-Western Educational Pub; 3 edition (September 30, 2002)

Language: English

ISBN-10: 0324187769

ISBN-13: 978-0324187762

Product Dimensions: 9.6 x 7.7 x 1.2 inches

Shipping Weight: 2.3 pounds

Average Customer Review: 4.3 out of 5 starsÂ  [See all reviewsÂ](#) (10 customer reviews)

Best Sellers Rank: #160,746 in Books (See Top 100 in Books) #33 inÂ  Books > Business & Money > Real Estate > Sales #35 inÂ  Books > Textbooks > Business & Finance > Real Estate #180 inÂ  Books > Business & Money > Real Estate > Buying & Selling Homes

## **Customer Reviews**

I thought this was an excellent book. I've read it straight through and now I'm working on the Break-away schedule in the back of the book. As a new agent, it was very helpful to get an honest preview of the work it takes to be successful in this business. My broker said that I was the most prepared of any of the new agents that he'd interviewed with. I have Danielle's book to thank for that. It's worked for me so far, so now I'm going to hit the ground running with her break-away schedule! Worth the money, if you're willing to work it.

This is the perfect textbook - it's well-written, clear and even funny in spots. It was also extremely informative. It is sprinkled with funny, informative and entertaining examples that felt true to life. Danielle is clearly an incredibly hard worker. She admits that prospecting is difficult and shares tips to make it less painful. She tells you, essentially, to eat the MLS book for breakfast and memorize nearly every house so that if someone says "Do you have a four bedroom, two bath

house with a purple carpet?" you can say "Of course! 6767 Elm Street is just what you need." She gives you tips on how to do this that sound useful and worthwhile, and if you are able to do what she suggests I have no doubt you really will be in the top 1% of real estate brokers. Some of the tactics used are somewhat outmoded by the Internet. For example, she counsels people to not reveal addresses in Internet advertising; that will simply cause people to use other Internet resources that do reveal them. She tells you to send relocation companies lists of churches and local sights without addresses, so you can show them to people personally. Again, with this information so trivially obtainable, withholding it makes little sense. The only thing really odd about her book is that I have never met a single real estate agent who knows her stuff as well as Danielle suggests you need to. The book is somewhat intimidating in that it presents real estate as a difficult profession (which I'm sure it is) with a very high bar for success. I think many could succeed even without meeting her extremely high standards. So if you read this book, don't let her standards of perfection intimidate you. You'll have a successful career even if you do 70% or so of what she recommends.

Great information on the basics of RE sales. A good reference opportunity for agents. Must read for new and even experienced agents.

Stuff I have forgot and need to do. Get letter ideas and the posters are a really good idea as well.

Not been able to read it all yet, but loving it so far, I am new to real estate and need the help!

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