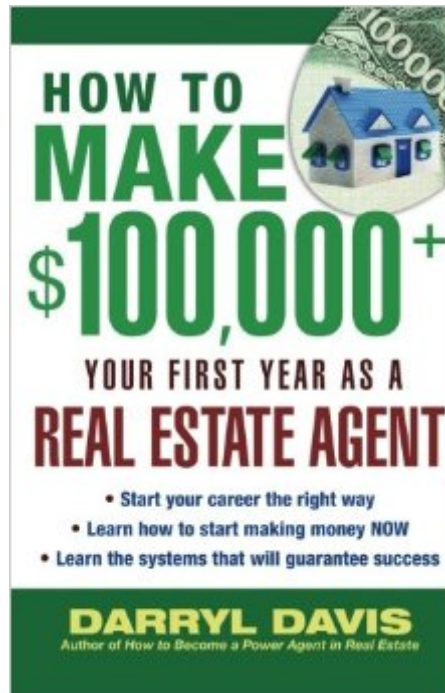


The book was found

How To Make \$100,000+ Your First Year As A Real Estate Agent



Synopsis

Jump-start your real estate career! How to Make \$100,000+ Your First Year as a Real Estate Agent is more than just an introduction to the ins and outs of the industry; it's a step-by-step guide to beginning your career, with insider advice on how to build a lucrative real estate practice. Whether you're just out of college, changing careers, or looking to improve your game, you'll find fresh ideas on maximizing your sales and commissions. Darryl Davis' system puts you on track to a six-figure salary as he helps you Prepare for the real estate exam and get licensed Find the right real estate office where you can truly excel Build a referral base in just 12 months, starting from nothing Generate an endless supply of quality listings-the bloodline to a successful real estate career Develop a network with real estate professionals who can help you get ahead Packed with practical tips, sound guidance, and valuable resources, this is the essential first step in your new moneymaking career.

Book Information

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Customer Reviews

Thanks David for your review on the book. You saved me time and money. I'm not surprised to learn that the book was a marketing gimmick for his site. Especially when considering that the release date was pushed back for over a year. That explains the repeated delays. Though I agree that the best way to build a long term business is to focus on the Sphere of Influence, for new agents, it is also good to mix in FSBO & Expireds at least until the SOI can support a strong business base. The reason most people (including myself) have shied away from this group is primarily because of fear. Another good option would be to research and decide on a farm area. But

one must be consistent by implementing a 12x12, otherwise, marketing dollars and efforts will be wasted. This is again in addition to focusing on your SOI... you never want to abandon them because they are your best support system. Another benefit of working in conjunction with a farm area, for sale by owners and Expireds is that you will in fact ADD to your SOI! If memory serves me correctly, SOI will yield 12:1 where as a farm will yield 50:1, so the SOI is CLEARLY the best choice. But when you consider BUILDING your business, especially for a new agent, don't forget to consider adding FSBO, Expireds or a farm area. Books that I recommend for those starting out are: The Millionaire Real Estate Agent, 21 Things I Wish My Broker Had Told Me, How to Become A Power Agent in Real Estate, How to List and Sell Real Estate. Also, for new agents starting out, I would recommend starting with a franchise or independent company. Reason being is the fees for 100% are high and paying desk fees of \$500-\$1200/mo is a HUGE expense for someone starting out.

First, the book is not 300 pages (as shown on the website), it is only 184. The whole book is nothing more than a marketing tool to get you to his website to access "bonus features." To do so requires divulging your personal information. Just about every other page references his website "newagentsuccess.com" However, the website doesn't provide any real meat since it has basically a collection of website links that would be beneficial to a real estate agent (for a new agent, this is good). The website continues to be a marketing tool to get you to purchase his coaching program for \$600+, or his FSBO lead generation system for \$40 per month, or his "give yourself a raise" CDs for \$200. ...not to mention that he makes money when you click and/or use his numerous affiliate links to various vendors. Continuing with the book... he encourages you NOT to work for a 100 percent company, but rather with a independent or a franchise company. I rather have 100% of my commission and decide how to spend it on personal business expenses and personal marketing rather than splitting it with the broker and have the broker spend it on his company expenses and company marketing. In his book he claims that with a 100 percent company, the broker makes their money through charging rent and you won't get adequate training. While that may be so with some companies, there are independent 100 percent companies around that have excellent training programs and where you don't pay any rent. I'm part of one (after searching out and interviewing 16 different real estate brokers). He claims that the best prospects are FSBO and expired listings.

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