

图书基本信息

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## 内容概要

The reliable, classic guide to INCOME PROPERTY BROKERAGE—now updated for the 21st century For more than thirty-five years, this guide has been the most reliable, trustworthy resource for real estate brokers and agents who want to increase their commissions and start selling income property. Now in a new Fourth Edition, A Master Guide to Income Property Brokerage is back and better than ever. With significant new material on the Internet and powerful, up-to-date tactics, brokers and agents alike will find in these pages all of the high-quality information they need to succeed. Sixteen power-packed chapters feature step-by-step income-building information that will help you:

- Profit from five quick ways to find property owners who will sell
- Turn your leads into listings that sell
- Nail down sales using today's new and ingenious ways to finance income properties
- Price income property to sell quickly
- Set up operating statements that promote sales
- Present the unique benefits of income property
- Access thirteen immediate sources of buyers
- Easily qualify buyers
- Advertise income property—and make it pay off big
- Show income properties for fast-action sales
- Master the fine points of selling income properties
- Work on condominium conversions: an exciting new wealth-builder
- Sell like a giant using online tools
- Make a final presentation that clinches the sale
- And much more

#### 作者简介

JOHN M. PECKHAM III, CCIM, CIPS, RECS, is Chairman of the Peckham Boston Advisory Company, a commercial investment real estate brokerage firm founded in 1963. He has sold over a billion dollars of income property using the methods presented in this guide.

书籍目录

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