

<<房地产商成功之道 Success>>

图书基本信息

书名：<<房地产商成功之道 Success as a Real Estate Agent For Dummies>>

13位ISBN编号：9780471799559

10位ISBN编号：0471799556

出版时间：2006-12

出版时间：John Wiley & Sons Inc

作者：Dirk Zeller

页数：366

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<房地产商成功之道 Success>>

内容概要

Features proven, effective strategies for better prospecting and lead generation Learn key skills and get on track for a successful career Whether you're new to real estate or an old pro, Success as a Real Estate Agent For Dummies shows you how to become a top-performing agent. This hands-on guide will teach you all the best tricks of the trade, including tried-and-true tactics and fresh ideas for finding more and better prospects — and closing more sales! Praise for Success as a Real Estate Agent For Dummies "Get ready for real estate training camp. Finish a winner!" —Blanche Evans, editor, Realty Times "Solid, practical advice from one of the most dynamic coaches in real estate today." —Stefan Swanepoel, thirteen-time author and CEO of RealtyU Group, Inc. Discover how to Master the art of prospecting Research and understand your market Develop the key skills of an agent Find the perfect agency for you Manage and maximize your time

作者简介

Dirk Zeller, who as an agent rose to the top of the real estate field quickly, has been on a meteoric rise since he began his career in 1990. Throughout his sales career, Dirk was recognized numerous times as one of the leading agents in North America

书籍目录

Introduction
Part I: Acquiring the Keys to Real Estate Success Chapter 1: Discovering the Skills of a Successful Agent Chapter 2: Residential versus Commercial: Deciding Which Type of Real Estate Is Right for You Chapter 3: Pairing with the Right Agency Chapter 4: Researching and Understanding Your Marketplace
Part II: Prospecting for Buyers and Sellers Chapter 5: Prospecting Your Way to Listings and Sales Chapter 6: Mining Gold from Referrals Chapter 7: Winning Business from Expired and FSBO Listings Chapter 8: A Time-Tested Prospecting Tool: Planning and Hosting a Successful Open House Chapter 9: Presenting and Closing Listing Contracts
Part III: Developing a Winning Sales Strategy Chapter 10: Determining a Home 's Ideal List Price Chapter 11: Getting the House Ready for Showing Chapter 12: Marketing Yourself and Your Properties Online and in Print Chapter 13: Negotiating the Contract and Closing the Deal
Part IV: Running a Successful Real Estate Business Chapter 14: Staking Your Competitive Position Chapter 15: Keeping Clients for Life Chapter 16: Maximizing Your Time
Part V: The Part of Tens Chapter 17: Ten Must-Haves for a Successful Real Estate Agent Chapter 18: Ten Tips for Working with Buyers Chapter 19: Ten Biggest Mistakes and How to Avoid Them Chapter 20: Ten Web Sites for Real Estate Agents
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>