



Success Guide for Real Estate Sales Thriving in Tough Times

By Scott Allen

Lulu.com, United States, 2011. Paperback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Success Guide for Real Estate Sales Thriving in Tough Times gives new perspectives on classic approaches to real estate sales. Written from the vantage point of the end of the Great Recession this manual provides practical advice to get real estate agents productive and profitable even in a difficult market. You will learn: * How the right attitude will take you farther * The essential elements of a winning business plan * Practical tips on using technology and systems to manage your business * Effective customer service strategies * How to price properties to sell * Making the open house effective * Common transaction problems and how to deal with them * How to work on short sales and foreclosure properties * How to generate referrals for long term success.



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