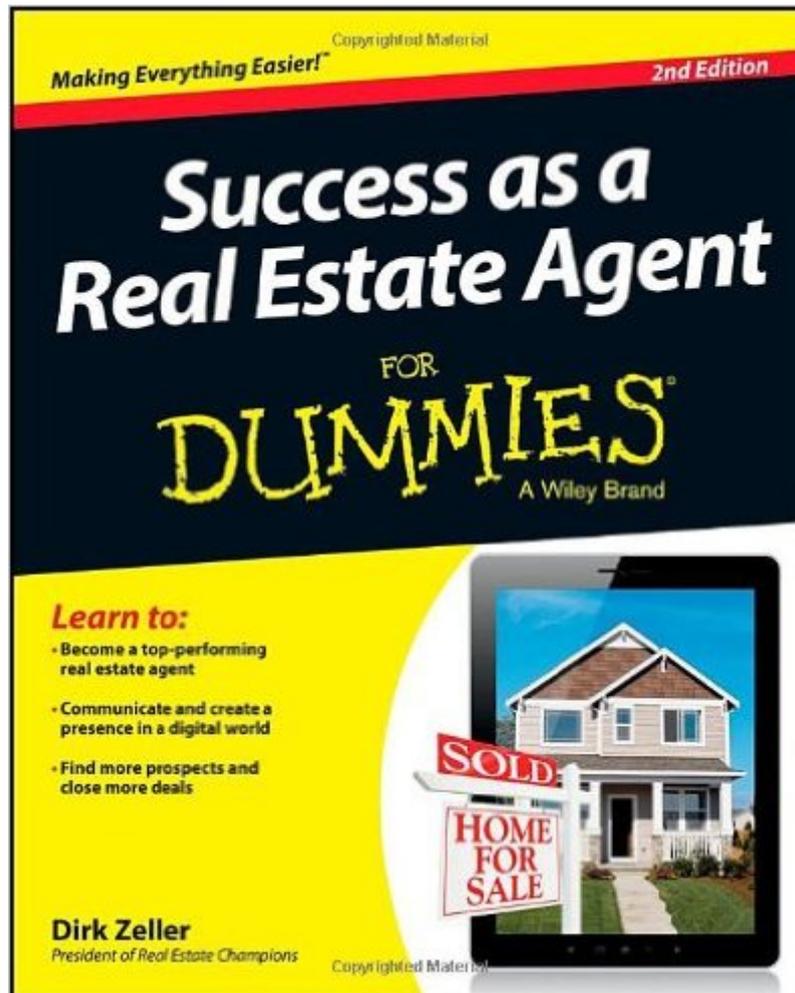


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# Success As A Real Estate Agent For Dummies



## Synopsis

Make your fortune in the real estate business? Easy. Whether you are looking to rev up your real estate business, deciding whether to specialize in commercial or residential real estate, or just interested in refining specific skills, *Success as a Real Estate Agent For Dummies* has it covered. This no-nonsense guide, with guidance from an industry expert, shows how you can become a successful real estate agent. It provides advice on acquiring the skills needed to excel and the respect and recognition you'll gain through making sales and generating profit. Soon you'll have all the tools you need to: prospect your way to listing and sales; build a referral-based clientele; plan and host a successful open house; present and close listing contracts; stake your competitive advantage; spend less time to earn more money; and much more. Features tips and tricks for working with buyers Includes must-haves for a successful real estate agents Offers tried-and-true tactics and fresh ideas for finding more prospects and closing more deals Whether it's lead generation via blogging or social media channels, *Success as a Real Estate Agent For Dummies* gives you key ways to communicate and prospect in a new online world.

## Book Information

Paperback: 384 pages

Publisher: For Dummies; 2 edition (November 4, 2013)

Language: English

ISBN-10: 1118721551

ISBN-13: 978-1118721551

Product Dimensions: 7.4 x 0.8 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (33 customer reviews)

Best Sellers Rank: #21,609 in Books (See Top 100 in Books) #71 in Books > Business & Money > Real Estate

## Customer Reviews

I've been reading Dirk Zeller's books for many years, focusing on sales and time management. I don't think anything he writes is particularly revolutionary, but his common sense approach makes his works "must reads" for anyone interested in sales. Pros:-Lots of useful, immediately relevant information to sales and real estate sales-Insight into current technology and social media-Lots of common sense tips and tricks-Easy to read, well written Cons:-The "Dummies" series is good for doses of information, but less useful for a big picture. Although Zeller is an old pro at writing and

imparting information, the general "Dummies" format does limit his holistic approach.

I work a lot with real estate agents and I thought I knew most of the tricks but Dirk Zeller's "Success as a Real Estate Agent" had some items that I didn't realize that a real estate agent did now and when I showed this book to one real estate agent friend, even she was "Whoa, I didn't know about that. I should do that." The main thing that I got out of "Success as a Real Estate Agent for Dummies" is that one has to be proactive. Just listing a property or taking a prospective buyer to a house isn't what makes a real estate agent. Being proactive and using all the tools available will make the difference between someone who passed the test to get the license and the person who wants to be successful as an agent. Zeller doesn't let the reader down in that he continues the well-laid out, organized tradition of the "For Dummies" line. He covers everything from online tools, to social media, to presentation, to marketing oneself, to generating more referrals. If I wanted to be a real estate agent in the current market, this book gives me a better idea of what I need to do to be a successful one.

I am contemplating becoming a real estate agent, and this book was a great overview of what to expect, what life of a real estate agent is like, and some of the challenges real estate agents face. It is informative and entertaining, and has convinced me to go ahead and pursue my license. No doubt it will help me hit the ground running and be handy for a long time to come.

This book is intended for somebody that is serious about a career in Real Estate. You can make a lot of money flipping houses part-time, but if you want to establish yourself as a full time professional the tips in here will help you do just that. You might already know about Zillow and how you can look up a property's past value and selling price, but do you know about BombBomb.com and its email marketing package? Using the information in MLS data as well as some of the advantages of becoming a Realtor and the services that come from that are discussed. Networking, Prospecting, Business and Social contacts are all mentioned. You should already have a web site and also a facebook page for your business that is separate from your personal facebook page. Do you??? Getting referrals, using data bases, setting up your time into blocks are all covered. I could go on but you get the gist of what this book is about. If using technology to market yourself and your properties interests you then you should find some good guidelines here. Good luck in your sales career if you decide to go high tech and full time...

This book is a must have for new and experienced Real Estate Agents. I am currently studying for my real estate license and I wanted to also have an in-depth understanding of the industry and how I should operate to become successful. This book is so detailed I am going to have to re-read certain sections and put together check lists and materials that I can later reference. In addition to my RE exam book, I read 4 books (including this one) to learn how to be successful and this is by far the best one. Dirk Zeller really simplifies the process to become a successful agent, but the breathe of details blows me away. I know I sound like a broken record, but I can't believe how much information is covered in this book! It's a great read and easy to get through. If you truly have a passion for real estate, once you pick this book up it's hard to put down!!! I recommend buying the kindle ebook version, my tablet went everywhere with me while I was reading this book.lol

After I got my license, the broker who hired me left and the next 2 brokers did not want to teach anyone. I have bought a few books on what to do and this one s my favorite. My sales are going up.

If you are a real estate agent, or looking to become one soon, this is a great book to own. I have been in the real estate business for the past 10 years and this is one of the best resources I've found that puts it all together. The idea of being a 'professional services' agent is invaluable. If you build on that one idea, this book pays for itself 100x over. There is really a ton of good info here, from software to use to sales scripts to client retention ideas . . . all of it is up to date and practical. The biggest downside is simple: the Dummies format is distracting. In a Dummies book everything is emphasized, so its easy to miss the really important stuff. If you like the format, great - this book is definitely for you. If not, its still worth your time - just don't miss the important stuff. Recommended.

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