



Success as a Real Estate Agent For Dummies

By Dirk Zeller

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Success as a Real Estate Agent For Dummies By Dirk Zeller

Success as a Real Estate Agent For Dummies shows you how to make your fortune in the real estate business. 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, this book is for you.

This no-nonsense guide shows you the fun and easy way to become a successful real estate agent. It provides expert 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 listings and sales
- Build a referral-based clientele
- Work with expired and FSBO listings
- Plan and host a successful open house
- Present and close listing contracts
- Market yourself and your properties online and in print
- Negotiate contracts and avoid derailment
- Stake your competitive position
- Achieve excellent relationships with clients
- Spend less time to earn more money

This guide features tips and tricks for working with buyers, must-haves for a successful real estate agent, and common pitfalls that can be avoided. Also included is a list of Web sites for real estate agents that are valuable resources for success. With *Success as a Real Estate Agent For Dummies*, you'll discover how to acquire key skills and get on track for a successful career!



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Success as a Real Estate Agent For Dummies By Dirk Zeller Bibliography

- Sales Rank: #53792 in Books
- Published on: 2006-07-12
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .80" w x 7.40" l, 1.24 pounds
- Binding: Paperback
- 384 pages

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Editorial Review

From the Back Cover

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

About the Author

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. He has been described by industry insiders as the most successful agent in terms of high production with life balance. His ability to sell more than 150 homes annually, while only working Monday through Thursday and taking Friday, Saturday, and Sunday off weekly, is legendary in the real estate field.

Dirk turned his selling success into coaching significance through founding *Real Estate Champions*. *Real Estate Champions* is the premier coaching company in the real estate industry with clients worldwide. Dirk's clients average more than a \$200,000 increase in their income annually. Dirk has created such revolutionary programs as "Protect Your Commission," "Stewardship Selling," "The Champion Listing Agent," and "Positioning Yourself as the Expert." These programs and others like them have changed the lives of hundreds of thousands of real estate agents worldwide.

Dirk is one of the most published authors in the areas of success, life balance, sales training, and business development in the real estate field. He has more than 250 published articles to his credit. His weekly *Coaches Corner* newsletter is read by over 200,000 subscribers each week. His book *Your First Year in Real Estate* (Prima Publishing) has sold just shy of 100,000 copies in just a few years.

Dirk is also one of the most sought-after speakers in the real estate arena. He has spoken to agents and managers at the local, regional, national, and international level for most of the large real estate brands, such

as Coldwell Banker, RE/MAX, Century 21, ERA, and Prudential. He has shared the stage with such notable speakers as Zig Ziglar, Brian Tracy, and Les Brown.

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