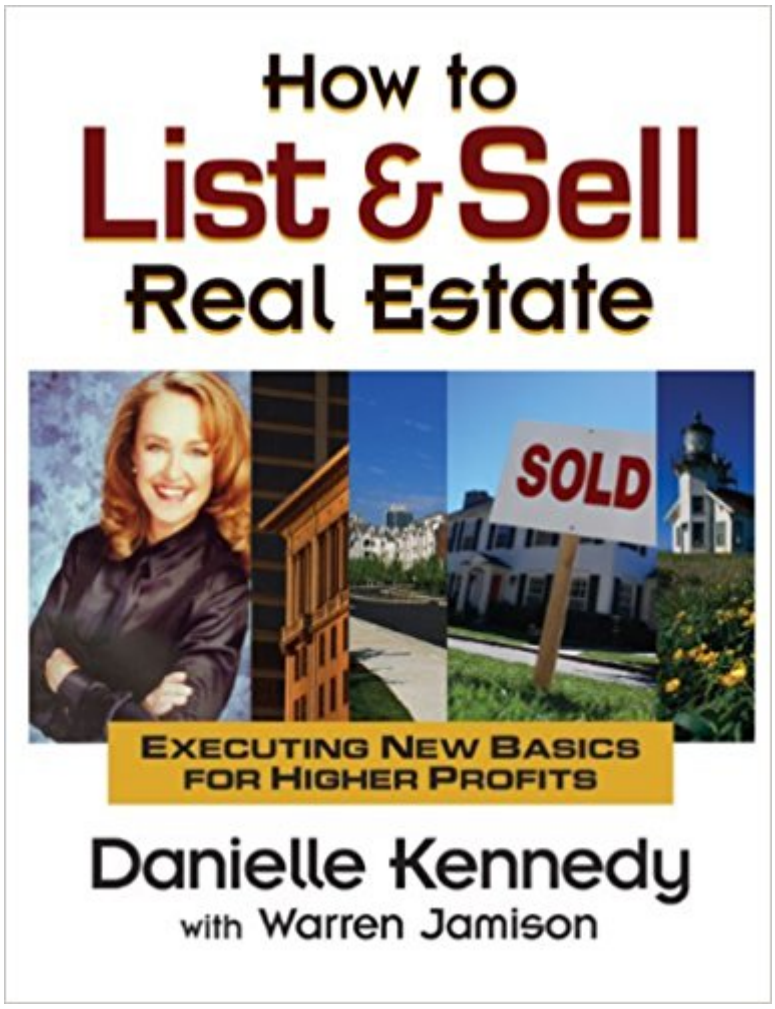
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How To List And Sell Real Estate: Executing New Basics For Higher Profits



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Synopsis

This best-selling real estate book delivers the proven formula for creating a fast-track career and higher profits in real estate. Discover the trade secrets to building lifelong customers and gaining market share from the first-hand experience of one of real estate's most highly regarded professionals. In her dynamic style, Danielle explains how technology will not replace the value of an agent but, instead, has increased the demand for personalized selling. Seize the opportunity to set in motion these NEW basics to your success in real estate.

Book Information

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Customer Reviews

"What separates Danielle Kennedy from the normal author is the fact that she writes with her heart and mind. She is very passionate about what she writes and that passion shine through. The reality is that sheÃƒÆ'Ã†â ™Ãƒâ Ã Â¢ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â Â¬Ã…Â¡Ãƒâ Ã Â¬ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â Â¬Ã…Â Ãƒâ Ã Â¢s not writing from a distanceÃƒÆ'Ã†â ™Ãƒâ Ã Â¢ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â Â¬Ã…Â¡Ãƒâ Ã Â¬ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â ¬Å¡Ã Â¬Ãƒâ ?sheÃƒÆ'Ã†â ™Ãƒâ Ã Â¢ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â Â¬Ã…Â¡Ãƒâ Ã Â¬ÃƒÆ'Ã Â¢ÃƒÂ¢Ã¢â Â¬Ã…Â Ãƒâ Ã Â¢s writing from experience. Success in real estate requires a balance of emotion and intellect, which Danielle Kennedy has and illustrates." Bruce Mulhearn President, Mulhearn Gallery of Homes"The book is a practical fun, guide to building a sales career. It will help anyone in the business, from the rookies to sales managers!" David Lutton President, The Charles Reinhardt Company, REALTORSÃƒÆ'Ã¢â ¬Å¡Ãƒâ "As a devoted fan and protege of Danielle

Kennedy for more than two decades, she continues to amaze me with her ability to get basic skills across in such a smooth, practical manner. This book takes these skills to the next level and imparts methods to increase our earnings by offering even greater service to our clients . . . . I was motivated, inspired, educated and entertained all at the same time!" Doris Edwards Broker-Owner, American Dream Realty"Danielle Kennedy's How to List and Sell is a bible of practical and doable real estate techniques and practices that point you in the right direction to achieve or enhance your success. When a new agent joins our company, it is required reading. And when one of the experienced agents needs a tune up or a new slant on their business development they rely on it. All anyone has to do is put the ideas into practice and they are on their way. Every agent, as well as every office, should consider this the #1 resource in their educational library.""From zero to $6 Million in sales in just five years in a town where no one knew me--that is where Danielle has taken me. What a ride, do your self a favor, if you are thinking of buying a book or system that will propel you to the top, look no farther this is it. I just purchased it for my whole team; it addresses the new technology and the tried and true. For the seasoned vet or the "newbie" you won't need another system. Follow Danielle to success!"

Danielle Kennedy is a real estate sales legend in her own right. By the fourth year of her career, she closed on 105 homes, while raising five children. She kept this record for 10 years. The she met the broker-owner challenge, managing three highly successful real estate offices, and capturing 30% of the market share. Now, Kennedy is the president/owner of Danielle Kennedy Productions, and a renowned motivational speaker and author of several sales books. She has spoken in every state in the U.S. and in England, Ireland, South Africa and Australia to more the 1,500 corporations auch as Merrill Lynch, Coldwell Banker and Century 21. She has made numerous television and radio appearances and has been profiled in publications such as The Los Angles Times, Vogue, and Cosmopolition.

Great information on the basics of RE sales. A good reference opportunity for agents. Must read for new and even experienced agents.

Been selling real estate for 21 years! And love this book. I lend it to an agent and didn't get it back! So ordered another one!!!!

Good foundation

Not been able to read it all yet, but loving it so far, I am new to real estate and need the help!

EXCELLENT!!

Stuff I have forgot and need to do. Get letter ideas and the posters are a really good idea as well.

Just another unsuccessful real estate agent posing as a successful expert in R.E. When all is said and done is more puffing as your money is going down the drain.

This is the perfect textbook - it’s well-written, clear and even funny in spots. It was also extremely informative. It is sprinkled with funny, informative and entertaining examples that felt true to life.Danielle is clearly an incredibly hard worker. She admits that prospecting is difficult and shares tips to make it less painful. She tells you, essentially, to eat the MLS book for breakfast and memorize nearly every house so that if someone says "Do you have a four bedroom, two bath house with a purple carpet?" you can say "Of course! 6767 Elm Street is just what you need." She gives you tips on how to do this that sound useful and worthwhile, and if you are able to do what she suggests I have no doubt you really will be in the top 1% of real estate brokers.Some of the tactics used are somewhat outmoded by the Internet. For example, she counsels people to not reveal addresses in Internet advertising; that will simply cause people to use other Internet resources that do reveal them. She tells you to send relocation companies lists of churches and local sights without addresses, so you can show them to people personally. Again, with this information so trivially obtainable, withholding it makes little sense.The only thing really odd about her book is that I have never met a single real estate agent who knows her stuff as well as Danielle suggests you need to. The book is somewhat intimidating in that it presents real estate as a difficult profession (which I’m sure it is) with a very high bar for success. I think many could succeed even without meeting her extremely high standards. So if you read this book, don’t let her standards of perfection intimidate you. You’ll have a successful career even if you do 70% or so of what she recommends.

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