

Content Marketing For Realtors

content marketing for realtors: #Getsocialsmart Katie Lance, 2017 Tired of spinning your wheels when it comes to social media? In this book, I take you through the nuts and bolts of what it takes to create a smart and sustainable social media strategy that will help you grow your business!

content marketing for realtors: High-Performing Real Estate Email Campaigns For Realtors Nick Tsai, Would you like to convert your leads into clients? Would you like to take your real estate marketing to the next level? Email Marketing Has Been Proven One Of The Most Powerful Way To Nurture Your Leads And Convert Them To Client However, writing a follow-up email is time-consuming, and it can be expensive to hire a professional copywriter. That's why we put together a collection of done-for-you email campaign templates where you can plug and play for your business. What you are getting in this book 6-month follow-up emails for buyer leads (31 emails) 3-month follow-up emails for seller leads (16 emails) 30 days follow-up emails for investor leads (10 emails) emails to deal with different situations. (14 emails) Totally 71 high-performing email templates that you can easily customize for your business. And here is what is even better: You will not only get those high-converting email templates, but you will also get our done-for-you automation and funnel templates. So grab your copy now and start closing more sales.

content marketing for realtors: The High-Performing Real Estate Team Brian Icenhower, 2021-09-15 Transform your real estate business into a sales powerhouse In The High-Performing Real Estate Team, experienced real estate coach Brian Icenhower shares the systems and secrets of top real estate agents and brokerages. The book offers actionable systems and processes that can be immediately implemented to take you, your fellow agents, and your team or brokerage to the next level. Focusing on the 20% of activities that drive expansion, this book shows you how to create renewed enthusiasm, productivity, engagement, and exponential growth at your real estate team. With this book, you will: Discover how to create a viral goal that spreads throughout your team and drives change Learn to focus on core activities that result in the majority of your growth and productivity Cultivate personal responsibility with public accountability and accelerate growth with a custom team dashboard that measures metrics for success Written for real estate agents, teams, brokerages and franchise owners, The High-Performing Real Estate Team is an indispensable resource that will guide you toward growth while providing you with the resources and downloadable materials to reach your goals faster.

content marketing for realtors: The Millionaire Real Estate Agent Gary Keller, Dave Jenks, Jay Papasan, 2004-04-01 Take your real estate career to the highest level! Whether you are just getting started or a veteran in the business, The Millionaire Real Estate Agent is the step-by-step handbook for seeking excellence in your profession and in your life. --Mark Victor Hansen, cocreator, #1 New York Times bestselling series Chicken Soup for the Soul This book presents a new paradigm for real estate and should be required reading for real estate professionals everywhere. --Robert T. Kiyosaki, New York Times bestselling author of Rich Dad, Poor Dad The Millionaire Real Estate Agent explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to Earn a Million, Net a Million, and Receive a Million in annual income

content marketing for realtors: YOUR FIRST 365 DAYS IN REAL ESTATE Shelley Zavitz, 2019-06-03 Your successful career in real estate starts here! The first 365 days of working in real estate can be one of the most tumultuous times in your career - full of hard lessons, heart breaks and hard work. Just because you have a license, doesn't mean you have a business. But if you get the important stuff right, a great future is yours for the taking. This honest, eye-opening and completely practical insider's guide shows you how to get where you want to be - even if you're starting from nothing. Author and successful real estate agent Shelley Zavitz reveals in unprecedented detail: -

what to expect the first year of your career - how to implement systems that will impact your business in the next 90 days - how to build a marketing plan in a digital world - how to work your contacts to start your referral pipeline - how mindset can make or break your business and what to do about it - why surrounding yourself with the right people is essential. Shelley shares her own story as a new real estate agent - including how she built a brand starting with a network of just four people in a totally new city. The book also comes complete with worksheets, hot lists and examples of great branding so that you can catapult your business into the fast lane right now. Your First 365 Days in Real Estate is the number-one resource for new agents in the industry - don't miss out on your potential as a realtor without it.

content marketing for realtors: YouTube for Real Estate Agents Karin Carr, 2019-08-24 Learn how to attract your ideal clients through video marketing using YouTube.

content marketing for realtors: Creative Real Estate Advertising Made Easy, 2002

content marketing for realtors: The New Rules of Marketing and PR David Meerman Scott, 2010-01-15 A completely revised and updated edition of the BusinessWeek bestseller on effective, modern marketing and PR best practices The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a personal link with the people who make your business work. This new second edition paperback keeps you up-to-date on the latest trends. New case studies and current examples are included to illustrate the very latest in marketing and PR trends Completely updated to reflect the latest marketing and PR techniques using social media sites such as Twitter, Facebook, and YouTube Includes a step-by-step action plan for harnessing the power of the Internet to communicate directly with buyers, increase sales, and raise online visibility David Meerman Scott is a renowned online marketing strategist, keynote speaker and the author of World Wide Rave, from Wiley The New Rules of Marketing and PR, Second Edition gives you all the information you need to craft powerful and effective marketing messages and get them to the right people at the right moment-at a fraction of the price of a traditional marketing campaign.

content marketing for realtors: Exactly What to Say: For Real Estate Agents Phil M. Jones, Chris Smith, Jimmy Mackin, 2019-09-30 In Exactly What To Say for Real Estate Agents, Phil M. Jones, Chris Smith, and Jimmy Mackin provide 30 Magic Words to help with the most common, critical, and difficult conversations real estate agents have today. If you are open-minded to a better way of selling, this book is for you.

content marketing for realtors: 365 Social Media Post Ideas For Realtors : A Real Estate Marketing Playbook Nick Tsai, Are you a real estate agent who wants to generate more leads and sales through social media? Do you want to build a solid personal brand but are too busy to come up with the content necessary to do so? Would you like to create engaging content that attracts potential buyers and sellers? If so, this book is for you! This book provides you with 365 ready-to-use real estate content ideas that you can easily plug in and play with to create engaging social media posts. These helpful pieces of content are designed to attract potential home buyers and sellers and can help position you as the go-to local expert. You can use these ideas in several different ways: Create Image posts with Canva Record TikTok or Reels videos Or you can simply copy and paste those content into your social media posts. What you are getting in this book: 1) 365 done-for-you social media post ideas that you can copy and paste to create social media posts, including: 100 done-for-you home seller tips 100 done-for-you home buyer tips 100 done-for-you real estate terms 25 done-for-you real estate FAQs 40 done-for-you viral real estate quotes 2) 18 social media marketing hacks to grow your following and generate more leads online. 3) 50 social media content ideas that you can use to engage with your audience. Additionally, you will get access to my bonus resources, checklists, and discounts after getting this book. So grab your copy now and start bringing your social media marketing to the next level.

content marketing for realtors: Ninja Selling Larry Kendall, 2017-01-03 2018 Axiom Business Book Award Winner, Gold Medal Stop Selling! Start Solving! In Ninja Selling, author Larry Kendall transforms the way readers think about selling. He points out the problems with traditional selling

methods and instead offers a science-based selling system that gives predictable results regardless of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

content marketing for realtors: 100 Real Estate Marketing Ideas Nick Tsai, In today's competitive real estate market, standing out from the crowd is crucial. In this comprehensive guide, you'll discover 100 proven marketing strategies that will help you generate more leads, build a better brand, and win more clients. Written specifically for real estate agents and Realtors, this book is packed with actionable ideas that you can implement right away. From leveraging social media to hosting open houses, this book covers all the essential marketing tactics you need to succeed in the real estate industry. Whether you're a seasoned pro or just starting out, this book will give you the tools you need to take your business to the next level. Get your copy of 100 Real Estate Marketing Ideas That Work today and start seeing results

content marketing for realtors: Real Estate Marketing M. Joseph Sirgy, 2014-05-09 Real Estate Marketing is specifically designed to educate real estate students with the art and science of the real estate marketing profession. The ideal textbook for undergraduate and graduate level classes in business school and professional / continuing education programs in Real Estate, this book will also be of interest to professional real estate entrepreneurs looking to boost their knowledge and improve their marketing techniques. The book is divided into five major parts. Part 1 focuses on introducing students to fundamental concepts of marketing as a business philosophy and strategy. Concepts discussed include strategic analysis, target marketing, and the four elements of the marketing mix: property planning, site selection, pricing of properties, and promotion of properties. Part 2 focuses on personal selling in real estate. Students will learn the exact process and steps involved in representing real estate buyers and sellers. Part 3 focuses on negotiations in real estate. How do effective real estate professionals use negotiation approaches such as collaboration, competition, accommodation, and compromise as a direct function of the situation and personalities involved in either buying or selling real estate properties? Part 4 focuses on human resource management issues such as recruiting and training real estate agents, issues related to performance evaluation, motivation, and compensation, as well as issues related to leadership. Finally, Part 5 focuses on legal and ethical issues in the real estate industry. Students will learn how to address difficult situations and legal/ethical dilemmas by understanding and applying a variety of legal/ethical tests. Students will also become intimately familiar with the industry's code of ethics.

content marketing for realtors: Facebook Marketing for Realtors Michael Smythe, 2016-09-25 Discover the Secrets to Marketing With Facebook! Not sure how to turn all those likes, comments and friends into real estate marketing dreams? Tried Facebook before...and had monumentally crappy results? (Who hasn't!) Looking for a NO B.S. and super-simple guide to leveraging Facebook to build your realtor brand -- and make a helluva lot more money? Worry not! Because in Facebook Marketing for Realtors you'll discover: - 5 Biggest Facebook Mistakes Realtors Make - 3 Keys to Facebook Posting Mastery - How to Get a Boatload of Facebook Fans (Without Hardly Trying) - 4 Custom Apps You Just Gotta Have - Facebook Advertising 101 for Realtors ...and so much more! And each chapter includes easy-to-follow action steps to help you boost your realtor Facebook marketing game - without having to watch a single, boring YouTube video. So, why not begin your quest for Facebook realtor domination...today!

content marketing for realtors: Real Estate Marketing Playbook Brandon Doyle, 2018-09-12 Countless marketing books have been written for real estate agents, and for a good reason: to survive in today's challenging economic climate, real estate agents must wear so many hats at once to have a chance at success, and thus need as much help as they can get. While many real-estate

marketing books offer a whole-life plan to achieving your goals or attempt to impress you with far-out tactics that may have worked for one person, one time, in a market unlike any other, this book is different. The Real Estate Marketing Playbook was inspired by observations and experiences over many years in the real estate business. Concise chapters get right to the point and offer actionable advice. You'll receive a brief overview of each tactic, learn about best practices, and in most chapters, you'll hear from experts as they chime in on their struggles and successes. This is not to say that the book is merely short; it is merely respectful of your time. Each chapter is its own contained unit. Feel free to flip to any section that intrigues you, or that addresses a situation applicable to you. Keep in mind that it is not humanly possible to implement every idea in this book. Neither is it possible that every concept applies to every real estate agent. Just like your real estate business, every situation is unique. Use common sense to determine if a plan is right for you, your market, and your business. This book is meant to be kept within reach throughout your business day - in the car, in your bag or briefcase, etc. It's a perfect companion when waiting for open houses to begin or for clients to arrive. It's a helpful lunchtime read to keep you in the mindset of innovation and forward movement for your business. Anytime you need a helpful hint or a compelling idea to help boost your current or next marketing project, crack it open; even just flipping it open and reading a chapter at random could spark an idea that skyrockets your real estate business. This book is not for those seeking a shortcut, but for those who are willing to challenge themselves to take advantage of every opportunity to grow their real estate business.

content marketing for realtors: *The Conversion Code* Chris Smith, 2016-03-07 If you need more traffic, leads and sales, you need *The Conversion Code*. Neil Patel co-founder Crazy Egg We've helped 11,000+ businesses generate more than 31 million leads and consider *The Conversion Code* a must read. Oli Gardner co-founder Unbounce We'd been closing 55% of our qualified appointments. We increased that to 76% as a direct result of implementing *The Conversion Code*. Dan Stewart CEO Happy Grasshopper The strategies in *The Conversion Code* are highly effective and immediately helped our entire sales team. The book explains the science behind selling in a way that is simple to remember and easy to implement. Steve Pacinelli CMO BombBomb Capture and close more Internet leads with a new sales script and powerful marketing templates *The Conversion Code* provides a step-by-step blueprint for increasing sales in the modern, Internet-driven era. Today's consumers are savvy, and they have more options than ever before. Capturing their attention and turning it into revenue requires a whole new approach to marketing and sales. This book provides clear guidance toward conquering the new paradigm shift towards online lead generation and inside sales. You'll learn how to capture those invaluable Internet leads, convert them into appointments, and close more deals. Regardless of product or industry, this proven process will increase both the quantity and quality of leads and put your sales figures on the rise. Traditional sales and marketing advice is becoming less and less relevant as today's consumers are spending much more time online, and salespeople are calling, emailing, and texting leads instead of meeting them in person. This book shows you where to find them, how to engage them, and how to position your company as the ideal solution to their needs. Engage with consumers more effectively online Leverage the strengths of social media, apps, and blogs to capture more leads for less money Convert more Internet leads into real-world prospects and sales appointments Make connections on every call and learn the exact words that close more sales The business world is moving away from belly-to-belly interactions and traditional advertising. Companies are forced to engage with prospective customers first online—the vast majority through social media, mobile apps, blogs, and live chat—before ever meeting in person. Yesterday's marketing advice no longer applies to today's tech savvy, mobile-first, social media-addicted consumer, and the new sales environment demands that you meet consumers where they are and close them, quickly. *The Conversion Code* gives you an actionable blueprint for capturing Internet leads and turning them into customers.

content marketing for realtors: *What to Post* Chelsea Peitz, 2020-02-02 This isn't another one of those real estate marketing books that you read once and stick back in the bookcase, never to be read again. You want to know EXACTLY what to post on social media that will get results in your

real estate business while building a powerful personal brand that attracts your ideal customer and drive referrals effortlessly. What to Post is a step-by-step guide that will help you create a fail-proof social media content strategy that will give you an unfair advantage on platforms like Facebook and Instagram and generate FREE real estate leads. This simple three-phase framework outlines exactly how to build your brand, create engaging content, improve your marketing and understand how to increase your reach online. PHASE ONE: BUILD YOUR BRAND Understand the key elements of building a powerful (and memorable) personal brand and what components you control and how to leverage the ones you don't Clarify your unique value proposition and simply articulate how your service solves your customer's biggest problems Define your niche and develop a specific customer avatar to help you speak directly to your next client PHASE TWO: BUILD YOUR CONTENT Know exactly what to post on your social channels that will help you attract your ideal customer, capture their attention and get them to take action. Follow the 5 E's of Content, a fail proof formula to creating personal and valuable and content that will engage your ideal audience and skyrocket your engagement and reach Never run out of content ideas again and establish a consistent content creation strategy with 261 content idea starters and the 3 T Method. Write captions that convert using power words, time-tested copywriting formulas and enticing calls to action PHASE THREE: BUILD YOUR REACH Understand the secret sauce to mastering social media algorithms and how to work WITH them to create an unfair advantage in the feed that allows you to work smarter not harder. Actionable and EASY tips to explode your engagement, improve your video views while attracting and retaining current and future customers with relevant, credible and trustworthy content BONUS RESOURCE SECTION Top tools, apps and websites that will transform and amplify your content to the next level Social media content planner Content & Social Media FAQs This real estate marketing workbook is filled with templates, infographics and examples that can help you generate better results from your social media efforts. About the Author, Chelsea Peitz I got my real estate license in 2001 B.F. (Before Facebook) and spent a decade earning my living as a real estate agent without ever using social media because it didn't exist. I didn't grow up with the Internet of Things and I'm not a digital native, so I understand what it's like to feel overwhelmed by the constantly changing landscape of The Socials. While I'm no longer a Realtor, I've worked in this industry since 2001 and have a passion for making complicated processes simple, easy to understand and actionable. My goal is to provide you with all the tools you need to master your social media marketing in one place.

content marketing for realtors: Real Estate Marketing and Sales Essentials Dan Hamilton, 2015-05-25 Written by a real estate expert and training authority, this textbook provides the key steps for success for new and experienced agents who want to thrive, not just survive, in a dynamic industry. Real Estate Marketing and Sales Essentials is packed with insider tips, advice, and hands-on instruction on converting knowledge into sales. The book walks readers through the major daily activities, including prospecting, listing procedures, follow-up, social networking, referrals, technology, negotiation, financing, and more.

content marketing for realtors: Effective Real Estate Sales and Marketing Johnnie L. Rosenauer, John D. Mayfield, 2007 Effective Real Estate Sales and Marketing provides the reader with an overview of the relationship between marketing and sales and has a logical sequence of preparation steps for successful selling. These proven techniques can serve as an effective tool for beginners in the field and as a reminder for the sales veterans looking to review approaches that work. The authors explain the marketing of real estate, the uniqueness of the sales process, and some of the advantages and disadvantages to being a real estate salesperson. Rosenauer and Mayfield offer information on understanding consumer behavior, effective communication, marketplace specialization, self-motivation, time management, record-keeping, prospecting, qualifying, and presenting and negotiation offers. In-depth coverage of current technology trends with real world applications throughout will equip real estate professionals for today's competitive marketplace.

content marketing for realtors: Luxury Listing Specialist Book Michael LaFido, 2017-09 This

book is dedicated to all those luxury agents and brokers who are fed up with the traditional way of marketing luxury homes. (Or, I should say, traditional way of not marketing luxury houses.) Perhaps you are part of a big national brokerage or an office that specializes in luxury real estate. You might have expected the company owner to provide you with cutting edge marketing tools but instead all you have received are the same old trainings and collateral that everyone else uses.

content marketing for realtors: Protect Your Family from Lead in Your Home , 1995

content marketing for realtors: 100 Ways to Grow Your Real Estate Business Brendan Cox, 2021-11-24 The vast majority of realtors have insufficient marketing strategies to expand their business to its fullest extent. In order to thrive in a saturated industry, it's crucial to stand out from the hundreds of other real estate professionals in your area. If you are a realtor and constantly wondering what's the best way to market my business? You are facing the tough world of marketing that's an absolute must in the competitive real estate industry. Being an agent is one job and constantly thinking of how to market your business is a different job. This completely comprehensive guide includes: 100 creative ways for real estate agents to market their business Strategic explanations that dive into why you should consider using these marketing tactics Brand building techniques built into my unique content ideas that will help you establish a strong personal brand as a real estate professional. 100 Ways to Grow Your Real Estate Business: The #1 Marketing Book For Real Estate Agents has received rave reviews: This book contains excellent concepts that real estate agents NEED to implement in their businesses in order to scale them to the next level. - Influencive '100 Ways to Grow Your Real Estate Business' is hands down the #1 marketing book for real estate agents looking to take their business to the next level - Business Blurb I highly recommend all real estate agents give this book a read in order to best optimize their business for success. - The Australian Business Journal 100 Ways to Grow Your Real Estate Business: The #1 Marketing Book For Real Estate Agents is the solution to finding unique marketing strategies to properly scale your real estate business. This book provides you 100 unique marketing ideas to grow and establish your brand as a real estate agent. Don't spend another day wasting hours trying to think of marketing ideas. Save yourself time and energy and by clicking the BUY NOW button at the top of this page!

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content marketing for realtors: Dominate Real Estate James Tyler, 2019-08-23 The Dominate Real Estate book is a practical step-by-step guide to help real estate professionals nationwide find wealth and happiness. The author, James Tyler, focuses on overcoming the challenges of business development, marketing, and sales to help build a profitable and scalable real estate business and eventually, an enjoyable lifestyle.

content marketing for realtors: The Book of Yes Kevin Ward, 2016-01-20 In The Book of YES, you will find the most powerful scripts in the real estate industry today. If you're tired of the same old sales scripts or if you've done away with them all together, I know how you feel because I've been there. I was tired of seeing the same B.S.(bad sales) approaches and I wanted something that felt more natural for me. So I started creating my own scripts, for the simple reason that I hated being told, No. For me nothing was worse than that feeling of rejection. I was determined to figure out the perfect thing to say in every situation, and how to say it in a way that would cause sellers and buyers to want to say Yes! to me every time. This book is the result of that quest. And I've broken it in two unique parts so you can spend less time reading it, and more time using the life changing scripts inside. Part 1 will give you the foundation for making the scripts work for you. Not just some of the time, but every time! You'll master how to inspire sellers to say YES to you giving you the magic key to unlock the success you want as a real estate agent. Part 2 Is the actual scripts that allow you to have smooth, choreographed conversations that lead you down the path to more success and more income. included in this section are... Prospecting scripts for sellers that lead up to the listing appointment. My unique Listing Presentation Scripts with examples of exactly how to

deliver them for maximum impact. The Buyer Scripts that I've personally used for years to build my own real estate business from scratch. The Objection scripts that will show you how to overcome any objection with ease and never be scrambling for words when a client throws you a curveball. In all there are 27 scripts in this book that will show you how to handle any situation, conversation, and objection that might come your way. And each script has been tested, tweaked and perfected. How do I know this? Because I've used each and every one of them to close millions of dollars worth of real estate in my nearly 2 decade career. I've also taken the time to include things I've picked up over my career that will help take you beyond the scripts... How to identify resistance and influence triggers so you can naturally use the right words and phrases that gets more clients saying YES to you. My practice techniques for memorizing and using these scripts to their full impact. You won't just be pulling words from your memory, you'll be speaking from the heart so you come across as genuine. The tiny tweaks that turn a regular script into something powerful. These seemingly little differences can have a huge impact in the way a prospect or client responds to what you say. The 9 Keys to more powerful conversations that go way beyond just the words you say to a client. I've mastered all 9 of these techniques and each one has made a huge difference in how I present myself to clients. The Book of YES is an action guide, not a book of theory. Think of it as YOUR PLAY BOOK for the key conversations you have with sellers and buyers. Along with the scripts you will find tactical notes on how to use the script, why it works, and when to modify the script for various situations. This book is not about intimidating your clients to agree with you, it's about inspiring them to say YES. And the more they do, the more abundance and success you will have in your life. The ultimate YES is saying YES to your goals, your dreams and your family so you can create the lifestyle that you want.

content marketing for realtors: *Beyond Diversity* Rohit Bhargava, Jennifer Brown, 2022-06-07 Wall Street Journal Bestseller A useful, forcefully written, and wide-ranging study of inequities--and how to fix them. --Kirkus Reviews What if we could go beyond the conversation about diversity and take real action? In early 2021, more than two hundred widely respected experts gathered virtually for the world's most ambitious conversation about diversity. Our aim was to do more than spotlight injustice. We challenged ourselves to imagine how to fix it. The dialogue brought together casting directors, bookstore owners, disabled leaders, healthcare professionals, students, VCs, standup comedians, chief diversity officers, pro gamers, archaeologists, government insiders, startup founders, and even a master puppeteer. Now for the first time, these solutions are compiled into one groundbreaking volume organized into twelve powerful themes including: storytelling, technology, identity, retail, education and more. Each chapter paints a revealing picture of the world, how it is, how it could be and what needs to happen for us to get there. For newcomers to the topic of diversity, and DEI experts alike, this book offers a much-needed actionable blueprint for creating a more inclusive world for us all.

content marketing for realtors: Recruit: Recruiting Real Estate Agents Brian Icenhower, 2019-01-09 If your business isn't growing then it's dying. To attract agents to your real estate team or brokerage, you must evidence your ability to increase their productivity and help them sell more real estate. In his most important work to date, veteran coach and real estate consultant, Brian Icenhower, shares the systems and strategies he used to build some of the fastest growing real estate companies in the United States. Recruiting is the single most valuable skillset in real estate and the linchpin of all successful real estate businesses. To exponentially and sustainably increase the net profit of your real estate business, it is essential that you operate a committed and systematic recruitment practice. From sourcing recruits and recruiting with technology to setting, conducting, and closing recruiting appointments, this exhaustive book provides invaluable insights and practical instruction for creating a production-centric growth environment that attracts agents to your real estate team or brokerage. With our consultative approach, recruits guide agents to a place where they self-discover that the best way to sell more real estate, become more successful, and increase their net income is by joining your team or company.

content marketing for realtors: Investing Now Jim Ingersoll, 2010-12 In the economic

climate of today, a new paradigm is needed, and Investing Now fills that void. A step-by-step book to overcoming the primary challenges of today's difficult real estate market to create income and build wealth by flipping houses. Jim Ingersoll's how-to guide will help create extraordinary opportunity in the one of the toughest recessions in history by teaching you: * How to find the right house to buy (with or without a Realtor) * How to fund your purchase without needing a bank * How to renovate your new home to increase its maximum value * How to prepare to sell your home * How to use the power of the Internet and social media to help sell your home Timely, incisive, and fundamentally sound, Jim Ingersoll's primer on creating opportunity, income, and wealth amidst an economy on the downturn is a revelation, the kind of handbook that is more gift than guide. This book is an excellent road map for real estate investors to follow as they invest in today's economic climate. With a clear vision Jim Ingersoll shows the reader how to properly buy and sell in this incredible market. An excellent read! Troy Ross, President of RRIEA FINALLY, a no-nonsense, step by step, REAL LIFE, guide to Real Estate Investing! I have read many guides to Real Estate Investing and find this to be the one that should be used as THE industry textbook. As a Real Estate and Small Business Accountant with a huge portfolio of Real Estate Professionals and Investors across the country I will be suggesting this book as required reading and plan to offer it for sale in my office and on my website. Thank you, Jim, for once again providing a superb product! Jennifer L. Davis, EA, ATA, ATP Jim is one of the few people who's writing I can trust. Investing Now will show you how to grow and thrive while others are cowering, retreating and running away. Michael Jake, Founder of Swift Results, Inc Investing Now is the best news of the year. It will prepare you to gain control over uncertainty at the same time when many others are busy burying their head in the sand. David Phelps, former private practice dentist and founder of David Phelps, International Reader Review's First, I think I will reread it when I can, because even though I made notes it has a lot of information to take in. Second, as someone who has been dealing with rentals for sometime there was a lot of things that you pointed out that will be very helpful... like the info about the Self Directing IRA, and the tips for finding houses... like talking to your local code enforcement (which I did today, they gave me three houses to check already! that have been vacant for a year or more). Matthew Starr Jim, I just got done reading your book and it had a great influence on me. I definitely learned a lot. Melissa and I are committed to learning more. Great job Michael and Melisa Nevins

content marketing for realtors: Sell It Like Serhant Ryan Serhant, 2018-09-18 This national bestseller is a lively and practical guide on how to sell anything and achieve long-term success in business. Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips like: The Seven Stages of Selling How to Find Your Hook; Negotiating Like A BOSS; How to Be a Time Manager, Not a Time Stealer; and much more! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, Sell It Like Serhant will make anyone a master at sales. Ready, set, GO! Sell It Like Serhant is a USA Today Bestseller, Los Angeles Times Bestseller, and Wall Street Journal Bestseller.

content marketing for realtors: Rich Dad's Advisors: The ABC's of Property Management Ken McElroy, 2008-09-12 So you've made your real estate investment, now the question is: How are you going to make it successful? Maximize its potential? MMake it grow? One word: management. Hundreds of thousands know bestselling author Ken McElroy as a real estate investment tycoon. In his new book, he reveals the key to his success, exceptional property management, and teaches you its most important principles, showing you how to fundamentally succeed where others fail. THE ABC'S OF PROPERTY MANAGEMENT tells readers: How to decide when to manage your property

and when to hire someone to do it How to implement the right systems and structures for your investment How to manage and maximize cash flow What to expect: a month in the life of an owner-manager How to find the right property manager (and avoid the wrong ones) How to assemble a superior management team.

content marketing for realtors: The Book on Negotiating Real Estate J. Scott, Mark Ferguson, Carol Scott, 2019-03-28 With over 1,000 successful real estate deals between them, the authors combine the science of negotiation with real world experience to dive into all aspects of the real estate negotiation process -- from the first interaction with a buyer or seller, to renegotiating the contract after unexpected issues arise, to last-minute concessions at closing. Aimed at real estate investors and agents at any level, this book not only covers all aspects of negotiating real estate deals, but also contains dozens of true-life stories that highlight how strong negotiation can result in more and better deals, as well as dialogue that will teach you what to say and how to say it, strengthening your ability to close profitable transactions.

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