



## Show and Sell Real Estate (Volume 1)

*Mr. Ricardo A Guerra*

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# Show and Sell Real Estate (Volume 1)

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## Show and Sell Real Estate (Volume 1) Mr. Ricardo A Guerra

This is the answer to the real estate mantra of: "More buyers sold, getting more listings, and closing more deals" With more than thirty years of experience in real estate, and after training hundreds of agents; the author explains in this three hundred plus pages book the essential elements required for becoming a real champion in listing and sales. Here you will find some very specific ideas used in the industry for agent's development, and training purposes, but what is more important is the introduction of some unique and unconventional concepts presented in a four category system. These categories represent the knowledge needed to break free from a mediocre career, or production stagnation: a situation faced by many experienced agents that after achieving some relative success now find themselves in a death zone: without business activity, not making enough money, and searching for the right answer, or searching for the right approach to unlock the doors of success. -If that is your case then this book is for you. More than a book it is an advanced training manual with some radical concepts and tools for succeeding in today's fast moving and unforgiven real estate environment. If you are new to the business, or you have seen your career going nowhere, this is the book that will put you in the right track, and in the path of success. Learning the concepts and ideas contained herein will help you see the business from the bright side, or if you are an experienced agent, then perhaps here you will find the missing pieces of the puzzle that you have been waiting for to complete the whole picture of a successful career, or it will give you the tools that will help you reach the next notch in the ladder of success. The book contains some of the tools used by just a few: the real winners, and the elite of the business that comprises the top twenty percent of the business. The four category system includes: 1-Applied selling concepts 2-Listing techniques 3-Selling techniques 4-Prospecting techniques Don't wait any longer. Get acquainted with these concepts, and techniques, and bring the power of success into to your life. Welcome to your future!

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