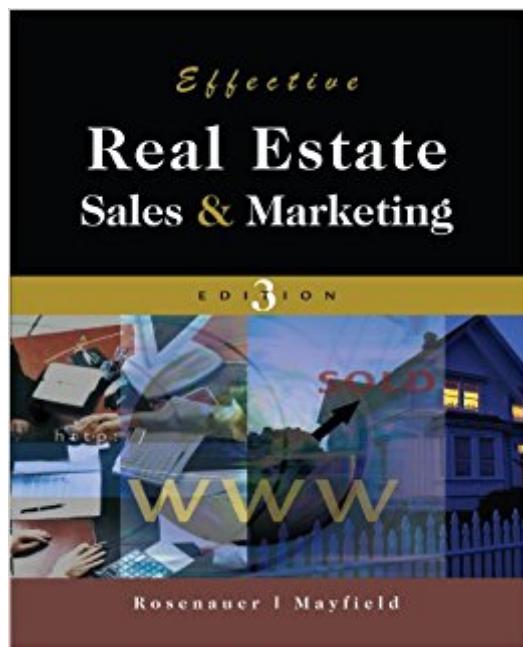


The book was found

Effective Real Estate Sales And Marketing



Synopsis

Rosenauer's 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 author explains 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 offers information on understanding consumer behavior, effective communication, marketplace specialization, self-motivation, time management, record-keeping, prospecting, qualifying, and presenting and negotiation offers.

Book Information

Paperback: 272 pages

Publisher: ONCOURSE LEARNING; 3 edition (July 5, 2006)

Language: English

ISBN-10: 0324222890

ISBN-13: 978-0324222890

Product Dimensions: 7.4 x 0.6 x 9.1 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #440,649 in Books (See Top 100 in Books) #79 in Books > Business & Money > Real Estate > Sales #138 in Books > Textbooks > Business & Finance > Real Estate #500 in Books > Business & Money > Investing > Real Estate

Customer Reviews

Johnnie Rosenauer is a professor of Real Estate and the Real Estate Program Coordinator at San Antonio College. Educationally he holds a B.B.A from Southwest Texas State University, an M.A. from the University of Texas at San Antonio, and an Ed.D. from Texas A&M University. His doctoral studies focused on the adult learner and testing, especially as related to real estate exams in Texas. Dr. Rosenauer is a frequent speaker and writer on several real estate topics. He has presented programs on real estate exam preparation since 1981. He has served as a subject matter expert for the National Assessment Institute (NAI) in the writing of exam questions for the Texas real estate exams. Dr. Rosenauer has an active farm and ranch brokerage and wildlife management practice in south Texas.

Unfortunately, this is not what I expected. The book is not new I think, it has brown spots in many places and pages are not smooth. Considering the price of the book I don't think it is fair to get what I got for this price, especially if it was described as NEW.

The perfect mentor. Real estate is tough. This book helped me really get a hang on my business and I am off to a wonderful start.

I have read many (and when I say many I mean at least 100 or more) books on real estate, and this is by far the absolute best book. It is an easy read, but do not be surprised if it takes you a long time to read it, I find myself lost in thought and the end of each chapter, figuring out ways to implement the information. There is nothing in this book that you have never heard before, but the way it is all put together is great. I would say this book takes everything good I have read from all the other books and puts it in one place. In most of the other real estate sales books I have read, I find myself being disgusted with the "sales tactics" recommended, they made me feel sleazy just thinking about using them. So far in this book I have not come across anything like that. It is refreshing to see that the old pros that write books aren't all a bit on the shady side. A few months ago I opened my own brokerage, and when I start bringing other agents on board, I am strongly considering giving each a copy of this book to read, especially the agents new to the industry.

I was looking for information that would direct me concerning selling country property in Texas and this book seemed to be the most helpful. I found the information to be sound and I got some clue about what I needed to do to sell real estate. My hat is off to the author and the work they put in to make this book really good. A must read for those in this field.

[Download to continue reading...](#)

Hawaii Real Estate Wholesaling Residential Real Estate Investor & Commercial Real Estate Investing: Learn to Buy Real Estate Finance Hawaii Homes & Find Wholesale Real Estate Houses in Hawaii The Smart Real Estate Investor: Real Estate Book Bundle 3 Manuscripts Expert Strategies on Real Estate Investing, Finding and Generating Leads, Funding, Proven Methods for Investing in Real Estate Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) The Smart Real Estate Investor: Real Estate Book Bundle 2 Manuscripts Expert Strategies on Real Estate Investing, Starting with Little or No Money, Proven

Methods for Investing in Real Estate Real Estate: 30 Best Strategies to Prosper in Real Estate - Real Estate Investing, Financing & Cash Flow (Real Estate Investing, Flipping Houses, Brokers, Foreclosure) Florida Real Estate Exam Manual for Sales Associates and Brokers 2017 (Florida Real Estate Exam Manual for Sales Associates & Brokers) A Guide to MAKING IT in Real Estate: A SUCCESS GUIDE for real estate lenders, real estate agents and those who would like to learn about the professions. Infinite Real Estate ROI: The "Silver Bullet" Method of Real Estate Investing to Control Over \$10 Million Worth of Real Estate With No Ca\$h, No Credit and No Partners Florida Real Estate Law and Practice Explained (All Florida School of Real Estate - Florida Real Estate Mastery) (Volume 1) How to Start Your Own Real Estate Photography Business!: A Step-by-Step Guide to Show You How to Begin Your Own Real Estate Photography Business in 14 ... for real estate, photographing houses) Real Estate: Passive Income: Real Estate Investing, Property Development, Flipping Houses (Commercial Real Estate, Property Management, Property Investment, ... Rental Property, How To Flip A House) Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate Effective Real Estate Sales and Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Social Influence for Real Estate Sales Professionals: A Comprehensive Facebook 101 Beginner's Guide for Real Estate Agents and Brokers Probate Real Estate Sales 101: A Guide for Real Estate Agents and Investors Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) The Real Estate Sales Secret: What Top Real Estate Listing Agents Do Today to Sell Tomorrow A Revolution in Real Estate Sales: How to Sell Real Estate

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)