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# A Revolution In Real Estate Sales: How To Sell Real Estate



## Synopsis

A detailed description of how to be successful in real estate sales. There are over one million realtors in the United States. You need to be different. In this book I share a simple, inexpensive system that will get you listings, repeat business and referrals which will assure your success in real estate. You'll learn an efficient, inexpensive way to list For Sale By Owner Homes, list Expired Homes and how to create and maintain relationships in the best way available. There are hundreds of "How To" real estate books. Most all of them share the same strategies and marketing suggestions. They provide far too much information, much of which is not effective. This book is completely different than all of them. I give a detailed list of things for you to do. It's simple, inexpensive and incredibly effective. Use this system daily and you'll know success like never before.

## Book Information

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## Customer Reviews

I purchased the Revolution in Real Estate Sales on the Kindle and as an X Realtor of 14 years I was able to remember all the mistakes that I had made when I was a Realtor, (Farming, Cold Call Canvassing & ETC) Jim really brought together a great way to Market people property's by using

Send Out Cards. I can see the real benefit by using Send Out Cards. As an X Realtor I would recommend purchasing his book, plus if you are not a Realtor and you live in the Ohio, Kentucky area and thinking about selling your property I would highly recommend using him as your Realtor. I don't know Jim personally, but when I read his book I contacted him by e-mail and asked him a question about a certain procedure and this was on a Sunday evening and he responded immediately and shared the information I was wondering about. I could see that he is man with great follow up procedure and that is why he is as successful as he is.. Bob Harris Kennewick, WA

This is absolutely the most honest, real life Real Estate training book ever. If I had known the truths Jim McCord shares in his book, I would not have left my 18 year career in Real Estate having burned out because I did not have a keep in touch strategy and thought like a Realtor because that was how we were taught. Thanks Jim for sharing your wealth of knowledge and wishing you continued success.

Mr. McCord, I just love this impactful piece you have written. I have been a SOC member for 10 years now and also in the real estate field. I am more of an investor, but you have given insights that crosses over into other industries. My hat is off to you and I would give you 10 stars if I could

I am a Realtor™ and have been licensed for 23 years. This simple book shook my marketing mind. The simplicity of the approach is ridiculously simple and straight forward. It isn't that hard to do. If you don't have a Jim McCord sponsored SendOutCards account. contact Jim and get signed up. Did I mention KISS = keep is simple stupid principle....This is the best \$5 you will spend on your real estate business this year. I personally think he should raise the price.

LOVE this book! I am a Licensed Realtor in St Louis and had the privilege of meeting Jim McCord, Author and Luxury Agent, in St Louis this year. This quick EFFECTIVE read will help you do more business more effectively, resulting in MORE listings and referrals! He is THE BEST at marketing FOR his clients. The ideas he shares in this book will help you work smarter, not harder, and earn you higher commissions....and more importantly, help you set yourself apart from the crowd! Thanks Jim McCord for your insight, inspiration and for sharing your success!

Jim absolutely "hit the nail on the head" with his insight to Real Estate Sales. As a 36 year veteran in this business, I shouted amen as I read his book. Companies are trying to operate as we did in

the 80's. It will not work in today's market! We must embrace a new approach. Thank you Jim. I am rethinking my business plan even as a Realtor on the "way out" Susan Yelton

Normally, I don't write book or product reviews. As Realtors, we are constantly being pitched the next big thing that will take our sales to the next level. We are constantly trying separate fact from fiction when it comes to real estate marketing. Imagine for a moment, that as a real estate agent, you had super powers that allowed you to find sellers that were most likely to sell their homes and almost magnetically attract them to you like bees to honey over all other agents. Further, once a prospect becomes a client, they are fiercely loyal and evangelize to all of their co-workers, friends and family members that YOU are the Realtor to work with. A fantasy, not quite. Veteran real estate agent Jim McCord, breaks it down for you step by step in this easy to read and implement book. Jim walks his talk, he is not talking about some new theory. This is the real deal. Buy this book and implement. It will be the best investment that you ever make in your real estate career.

I have been a realtor for 10 years licensed in Maryland and California. I have read many books, taken many courses, and listened to multiple brokers trying to guide me along the way. Up until I read Jim's book all in one sitting, I hadn't read a book on quite sometime. Jim reached out to me after I posted for a referral in a KW referral group on Facebook telling me about his book. I purchased his book right away and read it while my daughter took a nap. The book was meat and potatoes and drilled the simplicity of his system. It isn't rocket science but a clear good message of a simple way to differentiate yourself from other agents in your market place. I immediately took his message and jumped into massive action. Jim has even taken the time to talk to me multiple times since to continue to help me. His book was \$4.99. He could charge 10 times that amount for this book. Great easy ready which was right to the point and will elevate your business.

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