



## Compelling Buyers to Call: The Realtor s Guide to Attracting Buyers in Today s Market

By Loren K Keim

Createspace, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Why do all Realtors seem to advertise and market themselves using the same methods? How can we expect different or better results if we re all doing exactly the same thing? How often are you running out the door to show homes only to find the clients don t qualify or they re not serious? This book teaches a complete paradigm shift for the Realtor. You ll discover methods of building steady streams of clients by repositioning your personal real estate business to be different than the competition. You ll be the expert and buyers will want to work with you and be willing to work on your schedule when you understand how to use techniques such as compelling offers, free information, unique selling propositions, and special mortgage programs. You ll also learn Sticky website design, properly using social media platforms and techniques for syndication of your listings. Finally, Compelling Buyers to Call leads a Realtor through the process of handling an incoming buyer lead through the ultimate buyer presentation, creating solid follow-up systems, and convincing the buyer...



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