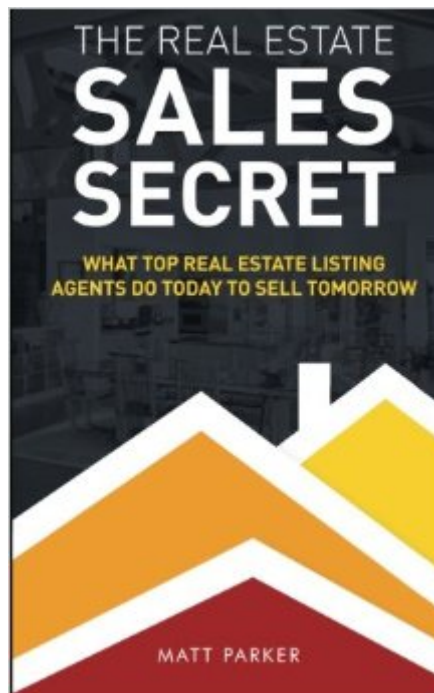


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# The Real Estate Sales Secret: What Top Real Estate Listing Agents Do Today To Sell Tomorrow (Black & White Version)



## Synopsis

â œl wish I had this book when I started.â • - Mario Jannatpour, Top-Selling Author, The Honest Real Estate Agent "The Real Estate Sales Secret by Matt Parker is an excellent book on mindset as it relates to real estate and getting listings. I wish I had this book when I started ten years ago! Anyone who follows Mattâ ™s practical advice will get more listings, priced better, and sold quicker." -Nick Krautter, Top-Selling Author, The Golden Handoff This is a simple, succinct, motivational publication designed to allow your immediate success with regard to signing listings. It easily, and quickly, educates proven seller interaction protocol that leads to sign listings. If you have a seller to sign today, or in the near future, this publication will efficiently both boost your confidence in a simple process, and illuminate the most vital seller tactics used by top listing agents. This book is not a lengthy manual populated with a comprehensive business plan to execute over years. It is a practical, honest instigator of what you need to do now to sign an upcoming listing. It is a set of discrete technical tactics, written motivationally, written in the vain of The Greatest Salesman in the World by Og Mandino... Good luck!

## Book Information

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## Customer Reviews

....if you've been a salesperson, like I have, you know the literature road is clogged with books on sales skills, tips, and strategies, all of which have left me a bit empty in terms of providing powerful, value added ideas for dramatically improving your sales results....look no further, because this short, almost magical book gets right to the point, in a way that makes you say to yourself.."wow, I sure wished I had known this sooner!" I believe you will find the writing style, content and

breakthrough thinking represented in Matt's book, very different than the other texts you may have read in your search for improvement...it will grab you quickly, and should help catapult you into the upper ranks of professional, fast, and effective closers. It seems to me this is a tool that can separate you quickly from the rank and file competition.....

Matt should be a motivational speaker. His book provides some great thoughts and ideas that will help you succeed in real estate sales. His delivery is what really excited me, I enjoyed reading the book, I felt like he was speaking directly to me. I have a feeling we will see more from this author.

A literary rapture!!!!!!!!!! The simple, straight talk is compelling. a very F..A.....S.....T read that left me feeling immediately inspired. The Sales Secret is my pocket book bible not only for business but more importantly, a balanced fulfilling Life.I am a person that HATES pressure sales and artificial salesmanship. The Sales Secret gives me a specific, non--scripted method to create the conditions for success. I can be my sincere caring self and still be confident and direct.Matt Parker's genius is profound. The walk-through and listing presentation isn't about you winning over your potential customer, its about humbly understanding and educating her, so that she can feel comfortable enough to make good decisions - which is to sign with YOU!

This is a quick, actionable, inspiring read for any agent looking to amp up their listing skills. Matt doesn't mince words (but the words he does use offer incredible style and momentum). He cuts right to the heart of what it takes to show prospective clients how and why you are the right choice. You can meditate on greatness or go and be a great agent. This book tells you exactly how to replace the tired old agent pitch with real value and professionalism.

Listings can be somewhat intimidating for new and experienced Real Estate Agents. This book removes the mystery and gives you actual steps on how to generate more listings for your business. I love this book! I wish I had a copy when I started my real estate career many years ago.

Awesome book Matt, thank you! Your step by step guide is a truly big help. Plus you keep it so simple and provide proof that these philosophies and methods work for any agent. So glad I have your book now as a future reference tool as well. Thanks for your valuable insight!

A great, can't put it down read! Matt Parker teaches you how to set standards on how to run your

real estate business and that the ultimate goal is living YOUR dreams. Thank you Matt for for sharing your insight and for leaving "breadcrumbs"...persistence pays!

An excellent book on mindset as it relates to real estate and getting listings. I wish I had this book when I started ten years ago! Anyone who follows Matt's practical advice will get more listings, priced better, and sold quicker. He does an excellent job going into the mindset you need to succeed and also goes deep into the hopes and fears of sellers and how you can best serve them.

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