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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've been a realtor with Keller Williams Realty for almost 11 years and a realtor for 12 years. Gary Keller teaches his agents that they are lead generators first then they sell real estate second.

Without lead generating, realtors don't have any business! I've paid for Send Out Cards for years but never used it as a lead generating tool. After reading Jim's book, I am so excited to follow his lead generating processes he has shared and actually USE SOC as I should have been doing for years!!!! For me, it was like paying for a great gym membership and never using it to get results!!! Great book for anyone in business, not just realtors! I've already bought four books for a lender, insurance agent and another realtor! Thanks Jim! I love your truths about realtors and how we are taught to do business and how we should be doing business! Stephanie Lopez, Realtor Keller Williams Realty Little Rock Arkansas

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

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.

As a coach & consultant to real estate agents all over the country, I cannot recommend this book enough! I actually purchase a copy for every real estate agent who wants to work with me. If there's

one thing I've learned as an entrepreneur over the years, it's "sell to people who are already buying what you sell." In this book, Jim will teach you how to target people who are already buying what you're selling - so you can stop wasting your time talking to people who have no interest in buying or selling a home. Instead, focus on people who have already shown an intent to sell or purchase a home (e.g. owners of homes that were listed unsuccessfully by another agent, FSBOs, and serious qualified buyers.) Jim shows you the secrets he uses to stand out from every other agent and get the deal done. It will be the best book on real estate you've read in a long time - it's worth much more than \$9.95!

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!

This book awesome! Jim hits the bullseye with his comments about the industry and this simple solution to building a real estate business. If you are new to the business or if you are willing to try (and actually use) a better approach, buy this book. Using Jim's recommendations & SendOutCards literally saved my business. I can not believe how easily agents dismiss this approach without evaluating it. If you become one of them, it will be a huge mistake. Read the book and try this approach for three months. You will be pleasantly surprised by your results.

Great information for new or established real estate agents. Jim McCord tells you what you need to know in this book to become very successful in today's market. An easy read with very practical ideas along with tested and proven methods that will help you stand out in a very crowded real estate field. I am a realtor in the Jacksonville, FL area with 20 years experience and I am using many of Jim's techniques as described in this book today with success! Wish I'd know about these techniques many years ago....

A Revolution in Real Estate Sales was referred to me by my great friend, the late Gary Washburn, from Send Out Cards. I'm glad I took his advice because I really love this book. The concepts are so simple and easy to follow! Why complicate things? Many of us in the Real Estate industry find ways

to stay busy and are always looking for the "next best" thing . We get stuck in a continuous cycle with little success. Jim McCord lays out a simple plan to get more business and it has worked for him for years. I am looking forward to start using his concept and rock! I can't wait to get started! Thanks Jim!

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