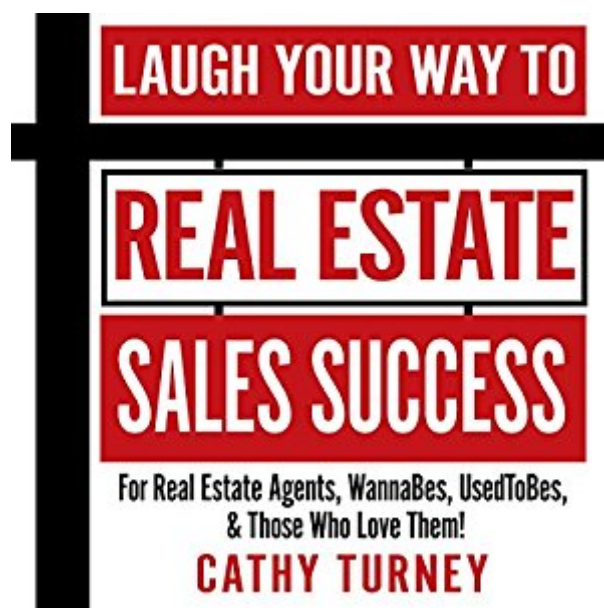




The book was found

Laugh Your Way To Real Estate Sales Success: For Real Estate Agents, WannaBes, UsedToBes, & Those Who Love Them!



Synopsis

Top-producing real estate broker and award-winning humorist Cathy Turney shows real estate sales people how to reliably achieve and sustain a six-figure income in this laugh-out-loud exposé and how-to book about the real estate sales business. As managing partner at Better Homes Realty in the San Francisco Bay Area, Cathy has seen it all in her 25-plus-year real estate career and ranks in the top 10 percent of all real estate agents in sales production nationally. Whether you are a newly licensed real estate agent, an experienced pro, or someone who wants to learn what Realtors do all day and many nights, you will find this book adds greatly to your success and ability to smile! Order a copy of this book now and take your sales and smiles to a whole new level.

Book Information

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Customer Reviews

Need some laughs? You'll find plenty here! But that's not all. This book is rich with advice for those who are real estate agents or agents-to-be, and those who deal with agents including homeowners and a long list of others. This book is not about how to make a killing in real estate. Money is important, but for Cathy, people are much more important, and so are ethics, courtesy, fairness, and knowledge. You will learn how to apply these values in a variety of circumstances including listings, foreclosures, escrow, full disclosure, and more. Cathy has been in real estate for a long time and has shared lessons learned the hard way so you won't have to make the same mistakes. For example, she gives advice on how to get your due when unscrupulous "others" cheat you out of your

commission. She teaches you how to develop relationships that lead to listings. And she teaches you how to say "no" when circumstances are just too bizarre to engage, when others are asking for help and your to-do list is already a mile long and getting longer, and when your kids are leaning on you for help getting their first home. As a reader whose life lies far outside the real estate realm, I learned some very important strategies for my next sell/buy/move scenario. The most important is that I won't allow a seller's agent to show me his/her listed properties. I'll find a buyer's agent who doesn't have a conflict of interest. Want to learn more strategies? Read this book. Want a laugh? Read this book. Want real estate career advice? Read this book. Are you a homeowner? You definitely need to read this book. In other words, if you are reading this review, you are done now and it is time to go and read this book!

The only reason I give this a four star instead of a five star is that I got it on the Kindle and it was a little hard to read because of the way it got digitized. In fact there was a form in the book that I couldn't read because it was so small in digital format. No matter. It was a great book written with great humor. It's good to know that I'm not the only one going through all this stuff. I've only been in "the business" for 15 years but there is a lot that Cathy writes about that I agree with whole heartedly - the necessity of having a geographic farm, not necessarily being your clients ongoing BFF after the transaction closes - while there are other things I would rather not do - talk to neighbors about the house being considered or the neighborhood, generally. Neighbors come and go. Some have axes to grind. My take is that as long as people are keeping the outside of their house nice, go for it. There are lots of great tips and lots of interesting stories and anecdotes. I consider it a very worthwhile read. As I mentioned, though, I would get the hard copy.

I wasn't really expecting to laugh so much during this book but, I did! You might think "what's so freaking funny about real estate?" Cathy Turney will show ya! People are funny...and Cathy has a way with tales about the people she encounters and you just sit there thinking "no way!" and yet, it's 100% true!! I really have a hard time finishing real estate books that promise to give me tips on how to succeed in this industry. However, that was not the case here. I ended up learning because I was so into reading the stories that got Cathy where she is in her business...real life is funny and she manages to intertwine the true hurdles and milestones that being a Realtor brings with it. This book manages to be a page turner, educational and entertaining all in one.

I love the book. The author is funny but approachable, and the information is solid and addresses the complexities of her profession. Cathy demonstrates a deep understanding of her career: its purpose, its ethics, its practical aspects, its complexities, and its ability to reach into clients' lives to affect those lives. I'm not in realty; however, the book is useful to anyone, especially anyone in a service profession. It is about people skills, about maintaining one's dignity and integrity while meeting the needs of a client, customer, student, or patient. She addresses a balancing act in which most of us-- in our chosen vocations and in our social lives--are involved.

I read this book after I finished my real estate course last year and I really enjoyed it, a fun, light, easy read. I loved her sense of humor and calling things out for what they really are lol I have to say that now with a little over a year of experience under my belt, i'm re-reading her book right now while on vacation and boy does it really hit home!!! What I love most about the book is her sharing her experiences over the years, there's no 'how to make a million dollars in real estate' nonsense or 'follow my 3 easy steps to getting the most clients' horse-crap!! I highly recommend this to any Realtor out there regardless of age, location, experience, etc...thanks for sharing Cathy!

Cathy combined the "how tos" of real estate with rip roaring comedy to produce the most helpful book I've ever read on the subject. Whether you're a real estate agent, thinking about becoming one, or you're a homebuyer or seller who wants to know how real estate should be done, this is the book for you!

Cathy is spot on with her humor! I find my self just laughing out loud but also is really a great book from a lady who sells Real Estate how I do... kind of refreshing and almost some of the same words I have said in my 35 years of Real Estate. My daughter just joined me in Real Estate and I will have her read this it's a good guide. Instead of reading what some Realtors swear by as their ultimate sales book... Green Eggs and Ham.

What an eye-opener! Who knew all that realtors deal with, not to mention the many directions and depths of information realtors need to know? By using humor, along with a bit of fun tongue-in-cheek sarcasm, Cathy Turney shares the wisdom she's gained through her own varied real estate transactions. Her book is an entertaining tutorial for outsiders looking in as well as for those in the real estate business.

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