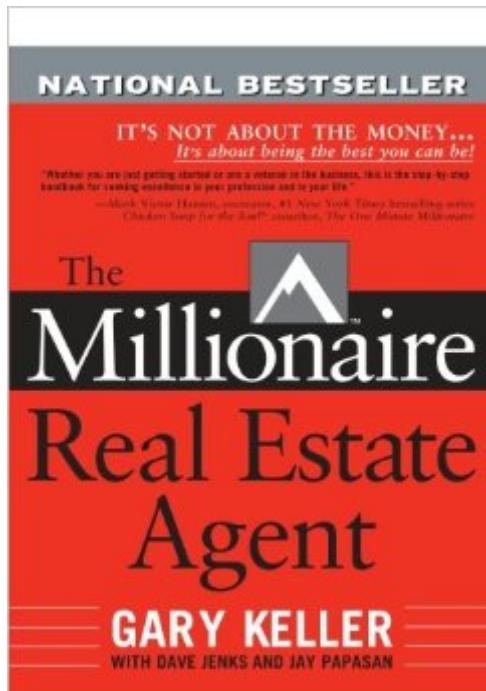


The book was found

The Millionaire Real Estate Agent: It's Not About The Money...It's About Being The Best You Can Be!



Synopsis

Take your real estate career to the highest level! "Whether you are just getting started or a veteran in the business, The Millionaire Real Estate Agent is the step-by-step handbook for seeking excellence in your profession and in your life." --Mark Victor Hansen, cocreator, #1 New York Times bestselling series Chicken Soup for the Soul "This book presents a new paradigm for real estate and should be required reading for real estate professionals everywhere."--Robert T. Kiyosaki, New York Times bestselling author of Rich Dad, Poor Dad The Millionaire Real Estate Agent explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to "Earn a Million," "Net a Million," and "Receive a Million" in annual income

Book Information

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Customer Reviews

I found this book on when I was just starting out in Real Estate. I read many of the how-to books because I wanted and needed to hit the ground running in my new career. This book, by far, was the most information-packed and practical guide to starting a real estate business. (By the way, another excellent book is "How to Become a Power Agent in Real Estate" by Darryl Davis).I am an attorney and before starting my real estate career, I had my own law practice; and before that, I had my own computer consulting company-both successful ventures. I approached real estate from a businessperson's perspective and this book definitely speaks to the serious businessperson. There are so many books and articles telling new agents where to spend their time and money that by the time the agent figures out what works and what doesn't, they have spent their entire budget and an entire year, and have not made enough money to move on. That's why 70% of new agents drop out

of the field by the end of their second year. This book helps agents, new and seasoned, stay focused on the bottom line. Moreover, it answered the most important question for me--If I need to generate \$80,000 in income per year (salary, not gross commissions), what activities do I need to do and how much will it cost me? So many of the other books and articles claimed to have the winning formula by telling you that you must knock on 50 doors per week and make 50 cold calls per week to generate business. Their theory is that it must be painful if you are to be successful. This book, however, gives you lists of ideas and says if you do "x" number of activities from this list, you can expect to receive "x" number of transactions per year.

My sales went from \$2.7 million in 2004 to \$8.5 million in 2005. Now we're heading to towards \$12 in 2006. Hot dog! But it's not about the money! It's about being the best I can be. I have more time for my friends, family, and I am out of town enjoying myself about 8 days per month. Mostly weekdays... And I have the security of knowing that I am on-track for the business to run itself while I am unavailable for vacation, semi-retirement, or if something happens to me. (!!) All it took was the change of MINDSET and mode of operating that I learned from The Millionaire Real Estate Agent: It's Not About The Money. Gary Keller gives you the formula for success in Real Estate. MREA (Millionaire Real Estate Agent) DOES have plans to help you make more money. YOU identify what you want your Net Gross Commission Income to be, and how many weeks per year you want to work. KELLER shows you how to draw a map from that future goal, backwards, to where you are now. Then you can start your journey, step by step, to success. Simple. Keller likens your approach to becoming a successful agent to training for your first marathon. If you had set your goals for only 10 miles, you would work long and hard and painfully to hit that mark in a few months. However, if you had set your goals more long-term to run the full 26.2 miles AND had a plan to get there, you would be breezing through that 10-mile mark with ease and grace. It would have been a foregone conclusion that you would have that 10-mile level of success. The marathon is a great metaphor for real estate. How far can you run or walk comfortably right now? 1 mile? 3 miles?

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