IEASA 80 YEARS
Institute of Estate Agents of South Africa

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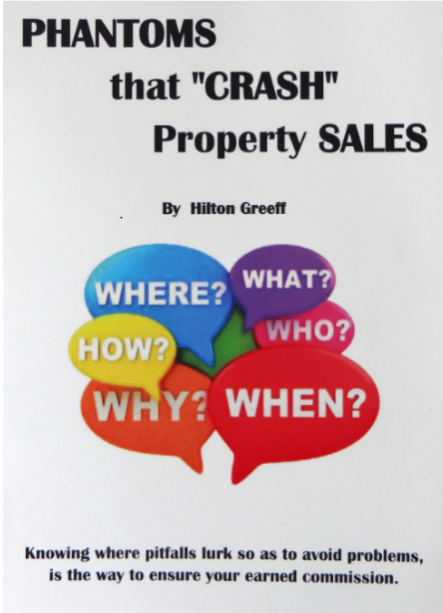

Phantoms that CRASH Property sales" takes an in-depth look at a few activities which.... if not completed correctly can lead to losing the sale.

Taking short cuts creates poor service delivery, reflecting as incompetence in the eyes of the consumer, or worst of all CRASHES the sale?

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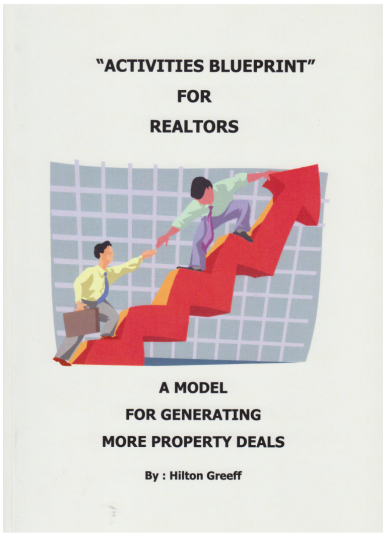
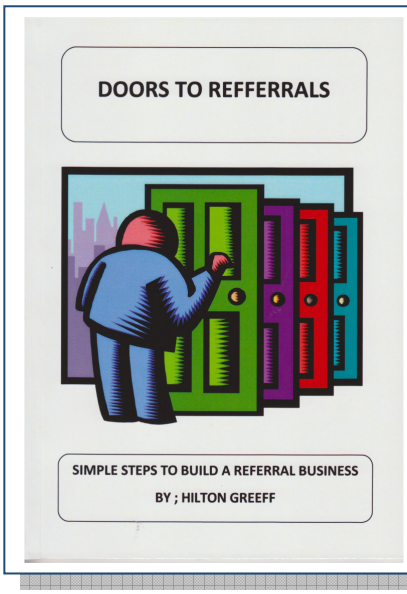


Book 1: "ACTIVITIES BLUEPRINT" for REALTORS

This book will interest every one who has had anything to do with real estate. A practical insight into daily workings of Real Estate highlighting Need-to-know, Have-to-know and How-to-do, and identifies Estate Agent's "Fountain of Life".

"Blueprint" identifies Estate Agent activities, describes correct ways they should be done, and clarifies how certain performances produce an income. Digest information therein, adhere to the formula and create opportunities to earn. "Blueprint" outlines mishaps which occur during a deal and reminds agents how to change certain approaches for success.



Book 2: DOORS TO REFERRALS

The modern market place is not an easy arena in which to operate and Estate Agents will have to do more than others in order to stay ahead of the competition. "Doors to Referrals":

- shows you how to make a serious change in strategy by changing something you do daily, and not rely on the "Same old – Same old" routine.
- reminds you of how to go about being above average with the express goal of being remembered as "better than the rest" resulting in the benefit from referrals coming to you rather than any other agent in your area.
- reveals merits of careful thought, before simply writing an advert.

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