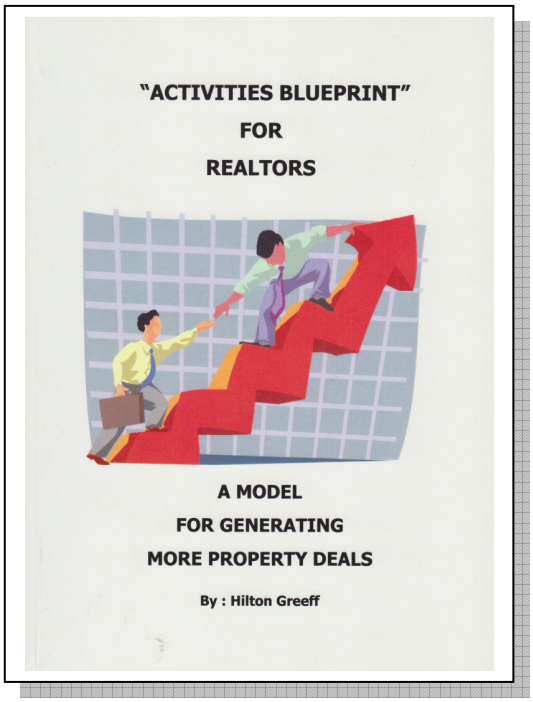
IEASA Institute of Estate Agents of South Africa

TOGETHER WE MOVE FORWARD >>

Following on successful sales of "Activities Blueprint for Realtors", Hilton Greeff now brings you another tool with which to consolidate your selling techniques.

Only R95 per book for IEASA members/R120 for non-members

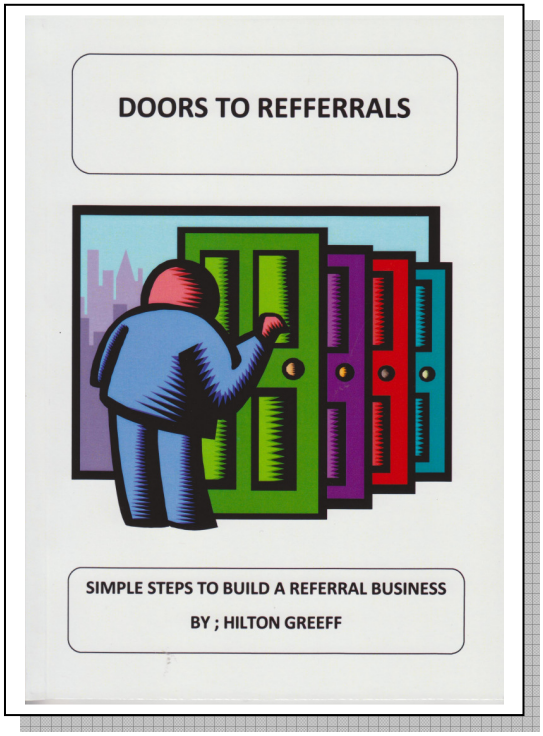


Book 1: "ACTIVITIES BLUEPRINT" for REALTORS

"Activities Blueprint" for Realtors, can be defined as a skills re-kindling manual. It will keep estate agents on track; their skills honed to perfection, and be handy for easy reference about specific activities.

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".

The Real Estate Industry will find this model for success invaluable. "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 changes certain approaches for success.



NOW AVAILABLE...
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 competition. "If you continue doing what you have always done, you will only get what you always got".

Real Estate is a Business, and the object of being in business is to produce an income from which you can derive a profit.

Like other businesses it has numerous role players, but the most important are the three who provide Estate Agents with the opportunities to produce income. These are Sellers and Buyers of property and those on your data base of satisfied persons who can put you in touch with the first two. This third group is your referral business.

Referrals cannot materialise until you have successfully concluded business at which your service has been so exceptional that people talk about it.

Discussions about marketing yourself with the view to getting referrals, is not generally an item on the agenda of the weekly sales meeting and although many hours, and lots of money, continue to be spent on unmonitored advertising, the secret to success lies in planned personal marketing, and serious attention to referrals.

"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.

"Doors to Referrals"

- will show you how to go about consolidating your referral business while your personal marketing is establishing YOU as the AGENT to CALL.

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