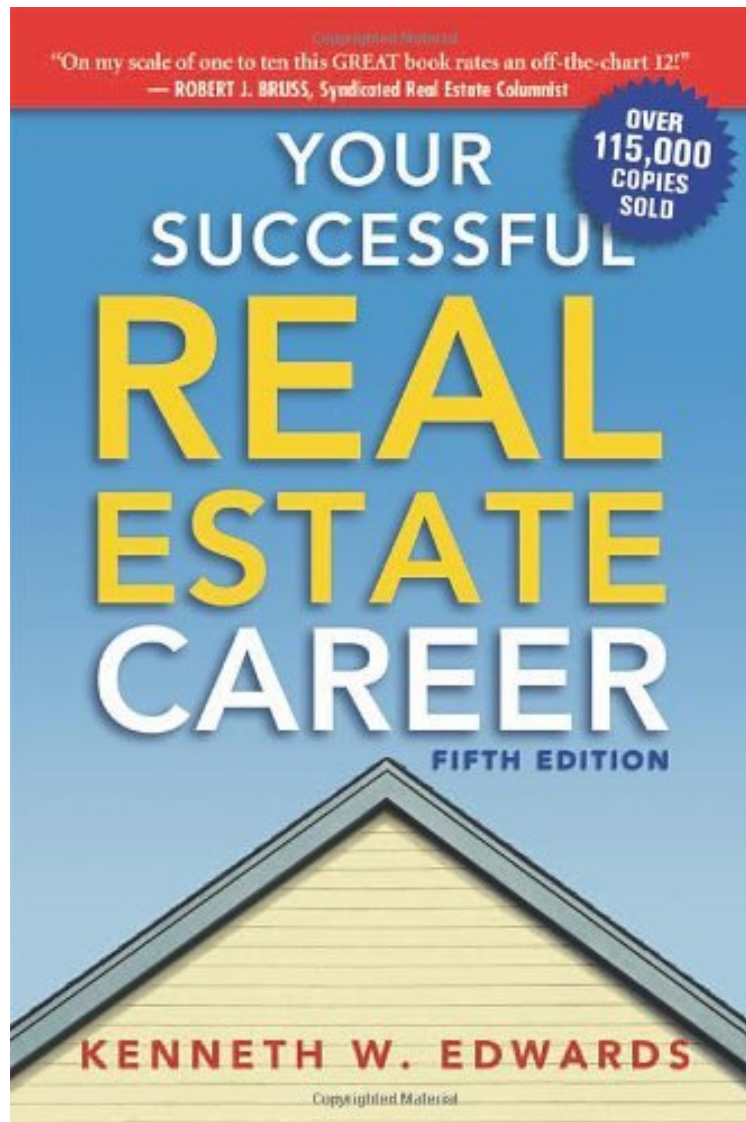


Your Successful Real Estate Career

Kenneth W. Edwards

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Kenneth W. Edwards : Your Successful Real Estate Career before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Successful Real Estate Career:

9 of 9 people found the following review helpful. An excellent overviewBy Gary FrimannMr. Edwards has done a wonderful job describing what a real estate career is all about. He covers many topics, and gives a great insider view into possibilities and pitfalls of this business. Since I own a real estate brokerage, I read it with a very keen and critical set of eyes.Encouraging, and optimistic,he shares what really goes on in a straightforward manner. Interestingly enough, he shows what one can do as a licensee, and highlights customer service as the underpinning of an succesful real estate career. I have recommended this book to numerous people, and all have gotten something out of it. The

renowned (and highly respected by me) newspaper columnist/attorney Robert Bruss gave it a wonderful review, which first prompted me to buy it, and I am glad I did. I recommend it for both novices and anyone who may be interested in career in real estate. One of the best books I have read regarding how the industry really works, and how one should work in the industry. It should also be pointed out that Mr. Edwards is an instructor of real estate courses, and really knows this business. I think that gave him an edge to know what works, and what doesn't. Buy this book, you won't regret it. It will definitely enhance your career right from the start. Every office should have a copy of this book on their shelf, it is that worthwhile! Good job, Mr. Edwards. 0 of 0 people found the following review helpful. Five Stars By Hector Cruz A++ 0 of 0 people found the following review helpful. It was such an easy and fast read. By D. Lloyd Used this book for a Real Estate Class. It was such an easy and fast read. The author did a great job making it informative and enjoyable to read.

"One of the best-selling real estate career books of all time is back and better than ever! Your Successful Real Estate Career has long been the bible for countless aspiring real estate professionals. The book takes readers through the many opportunities and challenges they're likely to face, so they know what to expect and how best to succeed. Now updated and expanded, the fifth edition of this indispensable resource offers all-new research and up-to-the-minute information and guidance on the constantly shifting marketplace. Along with practical tools and enlightening real-world examples, readers will find detailed, down-to-earth advice on topics including: * getting a real estate license * choosing an office * winning clients * avoiding typical career mistakes * dealing with difficult clients * selling to culturally diverse markets * using the latest technology to improve efficiency and make more sales * making long-term career decisions * and much more! Easy to understand, comprehensive, and candid, Your Successful Real Estate Career is the most valuable guide on the market to this rewarding and profitable profession."

A hard-hitting and comprehensive guide for anyone looking into real estate as a career. Edwards takes the subject seriously and really covers the territory -- from getting a license to surviving and thriving in a tough business. A valuable book on the real estate shelf. -- Dave Liniger, Chairman of the Board, RE/MAX International, Inc "The Miami Herald: ""So what do you want to be when you grow up? If the answer has anything to do with real estate, check out Kenneth Edwards' comprehensive guide to all aspects of the profession. While readable and even entertaining in places, his book could easily serve as a textbook for a Real Estate 101 course or as a nice addition to the library of a guidance counselor or career advisor."" ""This is an easy to read book that explains the profession of real estate brokerage like it really is. The book is full of tips and information that can be used by a real estate professional throughout his or her career. A must-read for anyone considering a career in real estate."" -- Scott Taylor, State of Oregon Real Estate Commissioner. 2004 Association of Real Estate License Law Officials (ARELLO) President." From the Inside Flap Your Successful Real Estate Career has helped tens of thousands of aspiring real estate professionals accomplish their goals. Now in a brand-new, totally updated 4th edition, this classic career companion includes all the practical guidelines and real-world examples you need to achieve long-term success and satisfaction. In addition, you'll find a wealth of useful tools, including numerous checklists, a directory of up-to-date print and online reference material, and other features you can immediately implement in your real estate action plan. The book features detailed, down-to-earth guidance on everything from getting your license and choosing an office to winning clients, avoiding problems, and making long-term career decisions. It also includes new information on topics such as selling to culturally diverse markets, dealing with difficult clients, and using the latest technology to make your job easier and more lucrative. Easy to understand, comprehensive, and candid, Your Successful Real Estate Career is still the most valuable guide you'll find to this rewarding and profitable profession. Featuring the latest developments alongside the proven advice that made the original edition a classic, this is the only book you'll need to get started -- and get ahead -- in the field of real estate. "At least there's a quality book I can confidently recommend to people considering careers in real estate." -- Robert J. Bruss, Chicago Tribune Syndicate "A hard-hitting and comprehensive guide. A valuable book on the real estate shelf." -- Dave Liniger, Chairman of the Board and Co-Founder RE/MAX International, Inc.