



How to Succeed in Real Estate: A Step-By-Step Guide to Starting a Career as a Realtor

Morgan A. Manos

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There's much more to becoming a successful real estate agent than passing the state exam. *How to Succeed in Real Estate* shows you how you can get a leg up on the competition—if you're willing to make the effort.

With a background in marketing, sales, and advertising, author Morgan A. Manos offers valuable tips and tricks that you'll benefit from even if you're an experienced agent. Her buoyant enthusiasm will inspire you to make sure you really know your stuff and encourage you to get out there and do the legwork necessary to grow your business.

Topics covered in *How to Succeed in Real Estate* include:

- Finding a mentor
- Choosing a brokerage
- Building a personal brand
- Identifying your sphere of influence
- Paying for leads, networking, and open houses
- Assessing market value
- Closing with consistency

Manos's focus on marketing and attention to the details of the business make this a must-have resource, while her breezy style makes it an easy-to-read guidebook that you'll turn to again and again.

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