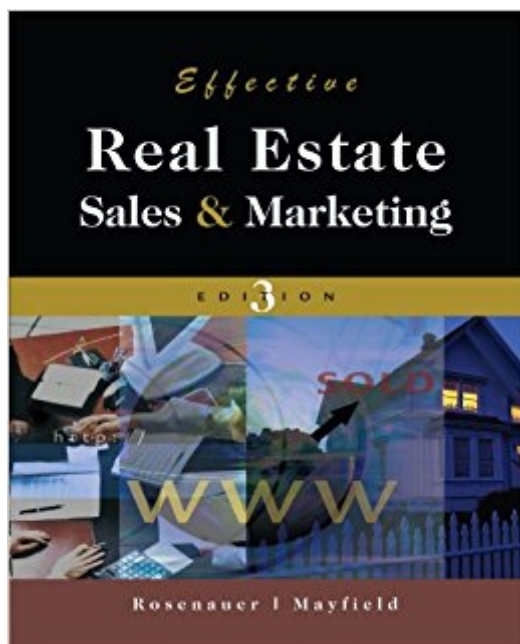


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# Effective Real Estate Sales And Marketing



## Synopsis

Rosenauer's *Effective Real Estate Sales and Marketing* provides the reader with an overview of the relationship between marketing and sales and has a logical sequence of preparation steps for successful selling. These proven techniques can serve as an effective tool for beginners in the field and as a reminder for the sales veterans looking to review approaches that work. The author explains the marketing of real estate, the uniqueness of the sales process, and some of the advantages and disadvantages to being a real estate salesperson. Rosenauer offers information on understanding consumer behavior, effective communication, marketplace specialization, self-motivation, time management, record-keeping, prospecting, qualifying, and presenting and negotiation offers.

## Book Information

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## Customer Reviews

Johnnie Rosenauer is a professor of Real Estate and the Real Estate Program Coordinator at San Antonio College. Educationally he holds a B.B.A from Southwest Texas State University, an M.A. from the University of Texas at San Antonio, and an Ed.D. from Texas A&M University. His doctoral studies focused on the adult learner and testing, especially as related to real estate exams in Texas. Dr. Rosenauer is a frequent speaker and writer on several real estate topics. He has presented programs on real estate exam preparation since 1981. He has served as a subject matter expert for the National Assessment Institute (NAI) in the writing of exam questions for the Texas real estate exams. Dr. Rosenauer has an active farm and ranch brokerage and wildlife management practice in south Texas.

Unfortunately, this is not what I expected. The book is not new I think, it has brown spots in many places and pages are not smooth. Considering the price of the book I don't think it is fair to get what I got for this price, especially if it was described as NEW.

The perfect mentor. Real estate is tough. This book helped me really get a hang on my business and I am off to a wonderful start.

I have read many (and when I say many I mean at least 100 or more) books on real estate, and this is by far the absolute best book. It is an easy read, but do not be surprised if it takes you a long time to read it, I find myself lost in thought and the end of each chapter, figuring out ways to implement the information. There is nothing in this book that you have never heard before, but the way it is all put together is great. I would say this book takes everything good I have read from all the other books and puts it in one place. In most of the other real estate sales books I have read, I find myself being disgusted with the "sales tactics" recommended, they made me feel sleezy just thinking about using them. So far in this book I have not come across anything like that. It is refreshing to see that the old pros that write books aren't all a bit on the shady side. A few months ago I opened my own brokerage, and when I start bringing other agents on board, I am strongly considering giving each a copy of this book to read, especially the agents new to the industry.

I was looking for information that would direct me concerning selling country property in Texas and this book seemed to be the most helpful. I found the information to be sound and I got some clue about what I needed to do to sell real estate. My hat is off to the author and the work they put in to make this book really good. A must read for those in this field.

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