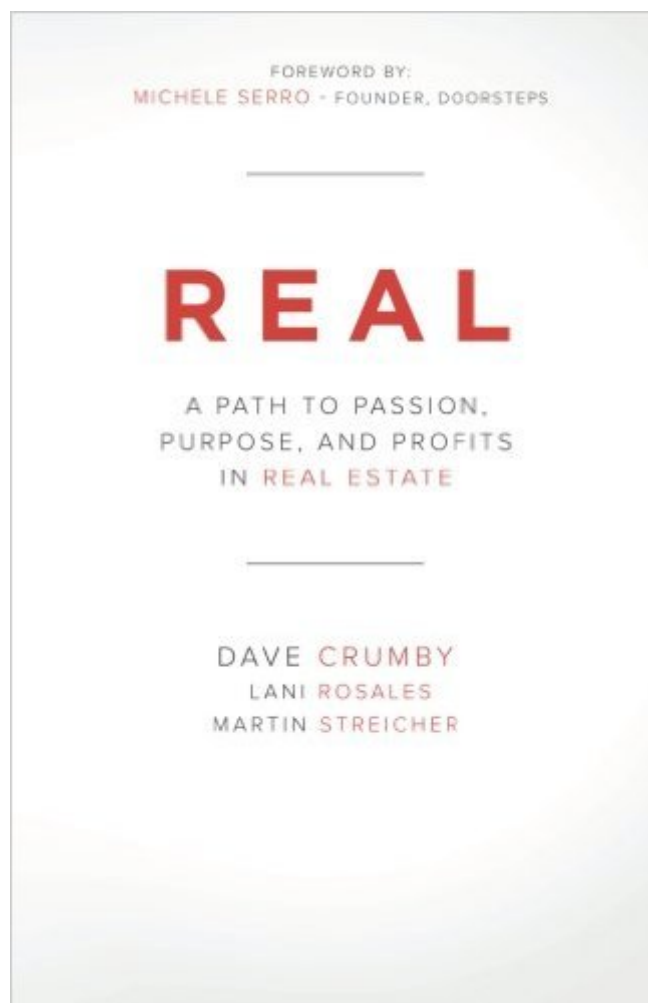


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# Real: A Path To Passion, Purpose And Profits In Real Estate



## Synopsis

Not your ordinary book on Real Estate. It's a book about Life, People, Health, Rejuvenation, and Habits. Contributions by some of the most accomplished Leaders in Real Estate: Spencer Rascoff - CEO, Zillow Pete Flint - CEO, Trulia Sherry Chris - CEO, Better Homes & Gardens Kristina Wise - CEO, Good Life Marc Davison - Partner, 1000watt Dave Crumby - CEO, realvolve Austin Allison - CEO, dotloop Lisa Archer - Co-founder, Geeky Girls Matt Beall - Broker, Hawaii Life Real Estate Vanessa Bergmark - Partner, Red Oak Realty Kim Colaprete - Founder, Team Diva Nobu Hata - NAR Director Dottie Herman - CEO, Douglas Elliman Real Estate Tina Mak - Broker, Coldwell Banker Michael McClure - CEO, VerifiedAgent.com Kelly Mitchell - Founder, Agent Caffeine Tara-Nicholle Nelson - Founder, RETHink Marc Siden - CEO, Onboard Informatics Kendyl Young - Owner, Diggs Foreword by: Michele Serro - Founder, Doorsteps Artwork by: Joey Roth

Most Real Estate Books fall short. REAL goes beyond mere tactics and strategies to focus on the core of what really matters - You. With featured stories from Real Estate's Thought Leaders including Marc Davison, Spencer Rascoff, Sherry Chris, Kristina Wise and many more. If building a real estate business that lasts is important to you - this is a book you surely won't want to miss!

Build to Last What stalls most agents from building sustainable businesses is the misconception that getting from point A to objective B will require more energy, skill, and time than we have. So we revert to short-cuts. But the truth is big problems are rarely solved with big solutions, but by a sequence of small solutions, sometimes over weeks, months, years, and sometimes over decades.

It's About YOU A minimalist approach to marketing How to serve from the inside out Why Habits are more vital than goals How to cycle your energy and interest Why Authenticity matters more than Salesmanship Chase the Passion - Not the Money Why People - are your REAL portfolio Truth about Happiness and Money Health - Building a Sustainable You Practice - You are what you do Why Real Estate Craftsman will take over

## Book Information

Paperback: 272 pages

Publisher: Realvolve LLC (November 14, 2013)

Language: English

ISBN-10: 0615838340

ISBN-13: 978-0615838342

Product Dimensions: 5.5 x 0.6 x 8.5 inches

Shipping Weight: 14.7 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (58 customer reviews)

Best Sellers Rank: #456,595 in Books (See Top 100 in Books) #98 inÂ Books > Business & Money > Real Estate > Sales #453 inÂ Books > Business & Money > Real Estate > Buying & Selling Homes

## Customer Reviews

It's truly refreshing to read a book written for the real estate industry that isn't a list of gizmos and gadgets and silver bullets, and that does not presume a certain lack of intelligence in its readers. If you are looking for a bunch of quick how-to's on becoming a real estate rock star - definitely not for you. But if you are looking for a very thoughtful look at the inherent humanity of this business (any business, really), then you are in for a treat. This book will hopefully make you stop and think and re-evaluate your very reasons for being in this business, and hopefully, you'll walk away with a whole new outlook on not just your career, but life. In short - very useful to anyone who is not afraid of big words and big thoughts and who's sick to death of being peddled magic pills to.

Thinking of a career in real estate? Already a seasoned veteran? Here's a book that that will prove to be invaluable to either. After twenty four years in real estate I shudder to think about all the money I have spent on classes, conferences, coaching...you name it. Save yourself some money, and more important, some time, and cozy up this winter with this great book. Use it to prepare for 2014. In between its covers you will get access to so many thought provoking, inspiring, motivating stories and lessons about the core of a successful and satisfying real estate business. I have bought tickets to events to hear some of the authors speak in person. Here you can read the important lessons and messages that they wanted to share. The real estate agent's role has shifted...and will continue to evolve. Would you like to know what some of the top thought leaders and innovators in the industry are thinking right now? Prepare for not only some mind shifting adventure...but in these pages you will discover spelled out practices for the start of a new career or the re-inventing of your current one. The folks who contributed in this book are all worth following. Get in on their personal stories and what exactly drives their passion. All are worth following! (If you own a brokerage, this would make the perfect holiday gift! This could change your office's culture and production in 2014!)

This book rises above some of the antiquated or even gimmicky definitions of what "success" is, and really explores how passion and purpose can lead to a healthy, meaningful life. Being

successful while avoiding the proverbial rat race is something many of us have to come to terms with. Blending our personal and professional passions can be done in the modern day workplace and Crumby, along with the contributors, do a fantastic job of highlighting their own experiences to shed light on what can be achieved by following your genuine drivers. Overall this book is honest and it is human. The author lets you in on his own personal roller coaster ride, as do the collaborators. I did not feel like I was being preached to by a self promoting "guru". These are people who have lived these ideals and have reached the pinnacle of their respective professions which lends credibility to the work. Worth a read if you are not looking for shortcuts and want to explore material that is authentic and thought provoking.

I received a copy of this book a month ago and could not put it down. It spoke directly to the kind of real estate agent I strive to be. I especially enjoyed the second act of the book which is a collection of short essays from some of the top people in our industry. The knowledge contained in those pages are priceless. This book is not for everyone. If you are someone who is not open to or practicing Relationship Based Selling, you probably will think this is book is a waste of time. But for the rest of us that do...this book is a bible that I will be referring again and again.

What I most enjoyed about it was hearing Dave's insight into what it's like to be hugely successful at real estate and then how that didn't really satisfy him (or even last). And then have him give a step-by-step outline of what a sustainable practice looks like. The short chapters by super-successful realty VIPs were OK, but a number of them sounded exactly like the kind of talk you'd give at a high school graduation. Made me feel like I was sitting in the hot sun in an uncomfortable folding chair. Otherwise, love this book.

REAL is the most accessible & applicable book for real estate professionals that I have read in five years. You can tell that the authors/contributors know, work, and live in this business. They've been in the trenches, so to speak, which is a breath of fresh air from all of the non-agent, marketing social media guru crap we see. A must for any current real estate pro looking to become more successful & especially new agents.

This is one of the best books for real estate agents. I will be re-reading it again as there are so many gems in it, that it bears reviewing on a regular basis. Very easy read and a lot of aha moments. Great job!!!

Definitely an excellent read if you are involved in real estate as a career. I would imagine that even if you were involved in a sales-related job (which most people actually are) this book would be VERY helpful. It is full of useful tips and guidelines that will allow you to actually expand your people portfolio, instead of just focusing on closing sales. Who would have ever thought that by increasing your people portfolio, you could dramatically increase your sales numbers? Dave explains in the book that by focusing on delivering exceptional customer service, you will increase not only your income, but your quality of life. It is not only a book that tells you how to perform better in real estate, but it tells you how to actually improve your quality of life. When reading books regarding real estate, I often find it hard to stay focused and complete the entire book. I would say that some authors are not the greatest at keeping me fully engaged throughout the entire book. This was definitely not the case with this book at all. This book features a section that has CEOs and Brokers from major companies (such as Trulia, Zillow, dotloop and Douglas Elliman Real Estate) explain their personal advice on what it takes to succeed in the business. It was a truly phenomenal idea to have these people featured in this book because you get excellent advice from some of the top people in the business. After reading the advice of all the contributors, if you pay close attention, you start to notice several of them have similar advice. I highly doubt there would be a way to get better information than to be getting it from these professionals. Be sure to take plenty of notes. I can happily say that I read this entire book in just a few days and will be re-reading it as needed because it really is that useful. The style of writing is enjoyable and could be easily understood by people of all ages. You don't need a dictionary, but a notepad is highly recommended.

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