



## Real Estate Prospecting: The Ultimate Resource Guide

By Loren K Keim

Gideon Publications. Paperback. Condition: New. 242 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. Why do 19 out of 20 agents last in the real estate industry less than 3 years? The most common challenge for a new agent is to build a book of business. Far too many associates sit in the office waiting for the phone to ring rather than proactively building their business. Experienced associates often find it difficult to get to the next level because they plateau. There is no one size fits all method of building the perfect real estate practice. However, a real estate professional must list and sell real estate, which means successfully identifying those people who truly want or need to move and find a way to meet with them. Loren Keim's revised Prospecting Guide examines the four steps to every successful prospecting system, from identifying and attracting likely buyers and sellers, to building a follow-up campaign, providing something of value and delivering exceptional service. This guide includes dozens of strategies for growing a real estate practice from traditional approaches such as tackling expired listings, for sale by owners and your social network to online strategies such as targeted social media campaigns, effectively using...

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