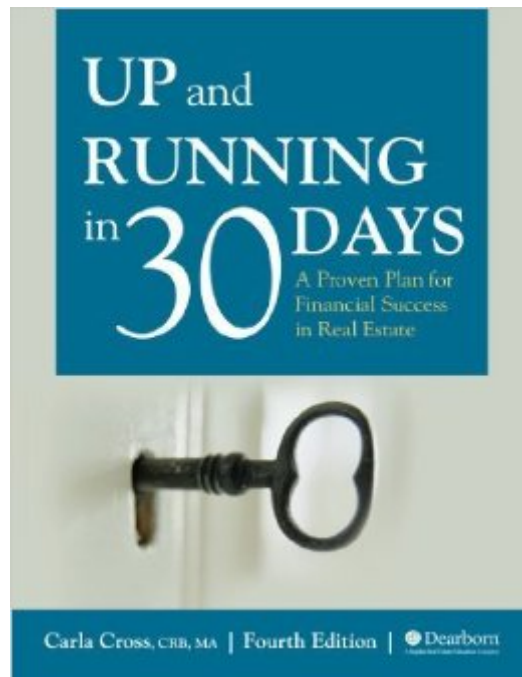


The book was found

Up And Running In 30 Days: A Proven Plan For Financial Success In Real Estate, 4th Edition



Synopsis

This popular business start-up guide provides new and seasoned agents with an effective system to plan, prioritize, and increase their productivity in four weeks. Current trends are covered, along with other plans of action, including relationship and marketing techniques, selling skills, calling scripts, and the principles behind a high-producing business.

Book Information

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Average Customer Review: 3.7 out of 5 starsÂ Â See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #101,768 in Books (See Top 100 in Books) #24 inÂ Books > Business & Money > Real Estate > Sales

Customer Reviews

This book was a waste of money! The forms and checklists are great, but it lacks a lot of other important information. I would suggest "How to List and Sell Real Estate in the 90's" by Daniell Kennedy, it is very motivational and packed with excellent information.

If you buy this book, plan on keeping your checkbook open. You'll need it to buy the other books that Carla Cross frequently references and which are, unfortunately, key to using some of the charts contained in this book. Without the information from the other books it makes some of the charts useless. In the first 20 pages alone there are a dozen references to other books, either written by the author or others.

Very logical, simple, yet thorough. This book pinpoints why so many agents fail in their first year of real estate. Lack of proper planning from a true business perspective. Excellent jump-start to get going in this industry.

I love this book and I will tell you why. It gives you a compass for starting real estate that I've not

found elsewhere. No, it doesn't go into great detail on some things, but that's not what it's about. It's about getting going with a plan, collaboration with your broker and being tenacious in your work habits. That's what it takes to get going in this business. Believe me, I know. I'm going on 2 years in the business and am doing well, largely due to the insight that this book provides. It's about Prospecting with a capital P. It's about understanding that RE is a sales business. It's a business folks, and if you're not ready to spend lots of long hours working the important stuff, like getting in front of 100 people a week, you should look elsewhere for a job. Yes, it cross-sells her other books heavily. So what? I think that if there's a complimentary resource out there with the same theme, all the better. She couldn't put everything in this book. IT'S A WORKBOOK, with tear-out pages... It wasn't entitled "The Encyclopedia of Real Estate". It would lose its purpose and message if it included EVERYTHING you need to run a WHOLE business. There are some pretty realistic statements in this book that you better pay attention to, or you will just be "playing real estate" like so many agents do. I guess the things I like most about it are: 1. It's action-oriented, training you, not just teaching you. 2. It gives insight into what the business end of this career is really like. 3. It's concise, yet detailed in the areas that it's covering. A must read!

This book seemed very interesting but it still left me with a lot of questions..... For one, where are these tapes that are continuously referred to in the book? Also, this book assumes you are already an agent and I would think that part of getting running is how to get started! If anyone knows about the tapes for this book, please e-mail me at mpdragon@netzero.net

New real estate agents will want to check this book out for a basic understanding of planning out their new business.

This book is a very basic real estate business planning book. For new licensees, it's pretty simple and straightforward. Not in depth, but a good start. For more in-depth info, check out the author's other book on real estate business planning.

This is an excellent vehicle for new agents. It is very specific and to the point to help new agents get off to a good start. I highly recommend it. Marilyn Hardison, Star Properties/GMAC, McAllen, Texas

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