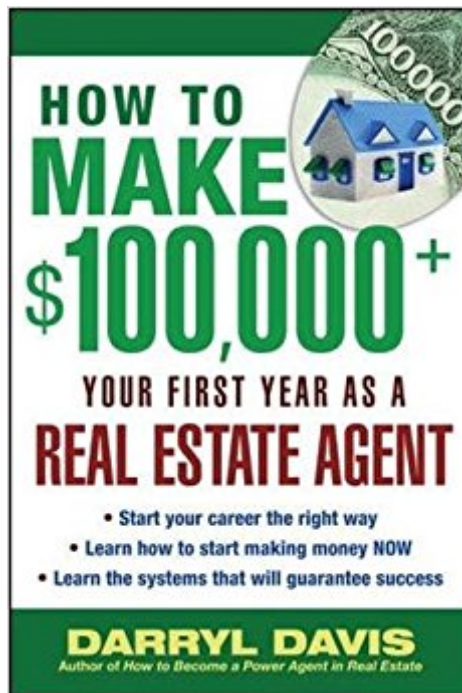




The book was found

How To Make \$100,000+ Your First Year As A Real Estate Agent



Synopsis

Jump-start your real estate career! How to Make \$100,000+ Your First Year as a Real Estate Agent is more than just an introduction to the ins and outs of the industry; it's a step-by-step guide to beginning your career, with insider advice on how to build a lucrative real estate practice. Whether you're just out of college, changing careers, or looking to improve your game, you'll find fresh ideas on maximizing your sales and commissions. Darryl Davis' system puts you on track to a six-figure salary as he helps you Prepare for the real estate exam and get licensed Find the right real estate office where you can truly excel Build a referral base in just 12 months, starting from nothing Generate an endless supply of quality listings-the bloodline to a successful real estate career Develop a network with real estate professionals who can help you get ahead Packed with practical tips, sound guidance, and valuable resources, this is the essential first step in your new moneymaking career.

Book Information

Paperback: 300 pages

Publisher: McGraw-Hill Education; 1 edition (June 1, 2004)

Language: English

ISBN-10: 0071437592

ISBN-13: 978-0071437592

Product Dimensions: 6.1 x 0.4 x 8.9 inches

Shipping Weight: 12.3 ounces (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars 14 customer reviews

Best Sellers Rank: #773,582 in Books (See Top 100 in Books) #136 in [Books > Business &](#)

[Money > Real Estate > Sales](#) #1400 in [Books > Business & Money > Management &](#)

[Leadership > Training](#) #3135 in [Books > Business & Money > Job Hunting & Careers > Guides](#)

Customer Reviews

Darryl Davis is a renowned real estate agent, broker, and speaker, and the creator of the industry's top-selling training programs. He is consistently one of the highest rated speakers at the National Association of Realtors Annual International Convention, is a member of the National Speakers Association, and is the author of *How to Become a Power Agent in Real Estate*, also from McGraw-Hill. For more information, visit DarrylDavisSeminars.com or NewAgentSuccess.com.

Anything Darryl writes about real estate is a must read for new agents. So many tips and directions

for getting on correct path to being productive. Thanks Darryl.

I was told by my director to read this book before starting my job as real estate broker. It was very helpful and gives you an idea of what is ahead. Helps you with the planning and the strategy to follow. Some things may be applicable, some others don't. Its all about each broker personality.

You will learn more from classes

This is a very interested book with valuable information. I do not refer back to it as much as some of the other ones but it is still a good book.

My husband is trying to put these things into practice in his real estate career.

The book has plenty of good ideas, but many of the tactics described are rather dated considering the current buyers market and the state of current residential real estate. Beyond being dated (for instance the author talks about purchasing a palm pilot, and how to use a little known product called Google) it feels as though you are reading the first draft because there is a typo on almost every single page! Finally, it is a little insulting how shameless the author is in promoting his Web page and previous book. If this books is dated I can only imagine how out of touch a previous book would be! Many of the authors ideas are fine, but the over all content is very weak.

Thanks David for your review on the book. You saved me time and money. I'm not surprised to learn that the book was a marketing gimmick for his site. Especially when considering that the release date was pushed back for over a year. That explains the repeated delays. Though I agree that the best way to build a long term business is to focus on the Sphere of Influence, for new agents, it is also good to mix in FSBO & Expireds at least until the SOI can support a strong business base. The reason most people (including myself) have shied away from this group is primarily because of fear. Another good option would be to research and decide on a farm area. But one must be consistent by implementing a 12x12, otherwise, marketing dollars and efforts will be wasted. This is again in addition to focusing on your SOI... you never want to abandon them because they are your best support system. Another benefit of working in conjunction with a farm area, for sale by owners and Expireds is that you will in fact ADD to your SOI! If memory serves me correctly, SOI will yield 12:1 where as a farm will yield 50:1, so the SOI is CLEARLY the best

choice. But when you consider BUILDING your business, especially for a new agent, don't forget to consider adding FSBO, Expireds or a farm area. Books that I recommend for those starting out are: The Millionaire Real Estate Agent, 21 Things I Wish My Broker Had Told Me, How to Become A Power Agent in Real Estate, How to List and Sell Real Estate. Also, for new agents starting out, I would recommend starting with a franchise or independent company. Reason being is the fees for 100% are high and paying desk fees of \$500-\$1200/mo is a HUGE expense for someone starting out. Most 100% companies charge for copies, printing and other items. Though I believe that 100% companies are a good thing, it has it's not for everyone, especially those starting out unless you grew up in a family that was heavily involved in real estate and THOROUGHLY know the ins and outs of the business AND have a STRONG client base STARTING OUT! I began with a well known franchise, but wish I had gone with a different one because there were better options available. The good news is that within my 1st year of sales, a light bulb went off! And though I wasn't ready for the jump to a 100% company, I researched and joined another franchise. I recommend looking into companies such as Keller Williams Realty that offer a higher split and gives the opportunity to go to 100% within a year. I am happy to say that next year, I will be in a position to join a 100% company. If you have any questions about starting out in the business or building your business, I'm here to help!

First, the book is not 300 pages (as shown on the website), it is only 184. The whole book is nothing more than a marketing tool to get you to his website to access "bonus features." To do so requires divulging your personal information. Just about every other page references his website "newagentsuccess.com" However, the website doesn't provide any real meat since it has basically a collection of website links that would be beneficial to a real estate agent (for a new agent, this is good). The website continues to be a marketing tool to get you to purchase his coaching program for \$600+, or his FSBO lead generation system for \$40 per month, or his "give yourself a raise" CDs for \$200. ...not to mention that he makes money when you click and/or use his numerous affiliate links to various vendors. Continuing with the book... he encourages you NOT to work for a 100 percent company, but rather with a independent or a franchise company. I rather have 100% of my commission and decide how to spend it on personal business expenses and personal marketing rather than splitting it with the broker and have the broker spend it on his company expenses and company marketing. In his book he claims that with a 100 percent company, the broker makes their money through charging rent and you won't get adequate training. While that may be so with some companies, there are independent 100 percent companies around that have excellent training

programs and where you don't pay any rent. I'm part of one (after searching out and interviewing 16 different real estate brokers). He claims that the best prospects are FSBO and expired listings. While it may be true that most of FSBO eventually use a real estate agent to sell their home, it doesn't mean that it should be the focus of your business. If you want to grow a true referral based business, you need to be in constant contact with your current/past clients and your sphere of influence. That is where your marketing and prospecting should be focused on. Most of what he talks about in the book is common sense (such as make a list of people you know and tell them you're now a real estate agent). Overall, he just reiterates a summed up version of information that can be found in other real estate books. Even "Success as Real Estate Agent for Dummies" had more useful information.

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