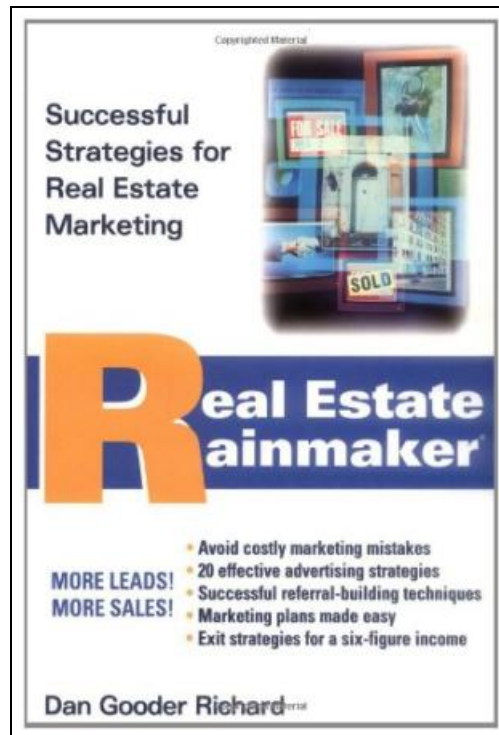


Real Estate Rainmaker: Successful Strategies for Real Estate Marketing



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This book is definitely not easy to get going on reading through but extremely exciting to see. I am quite late in start reading this one, but better then never. I am pleased to explain how here is the finest book i actually have read inside my individual daily life and may be he best book for ever.

(Mrs. Ellie Yost II)

REAL ESTATE RAINMAKER: SUCCESSFUL STRATEGIES FOR REAL ESTATE MARKETING



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Real Estate Rainmaker: Successful Strategies for Real Estate Marketing, Dan G. Richard, The first book to focus on the entire process of lead management, not just front-end advertising and marketing Comprehensive and revolutionary, the three-step Real Estate Rainmaker system illustrates tested and proven techniques every sales person can use immediately. It also illustrates how readers can avoid the biggest mistake most salespeople make when they advertise properties alone--without the wider appeal of a direct response offer. Real Estate Rainmaker details twelve easy techniques to increase advertising results for no additional cost with proven direct response and lead generation techniques. Includes direct response copywriting and design, telemarketing, brochures, building a customer data base, and more. Dan Richard (Fairfax, VA) is founder and President of Gooder Group, a publisher of real estate marketing materials, featuring six monthly real estate newsletters and a wide selection of marketing tools, including brochures and handbooks.



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