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Real Estate Prospecting: The Ultimate Resource Guide

Loren K. Keim

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In the Real Estate Industry, as in most sales professions, prospecting is a dirty word. Far too many people enter the field of Real Estate believing they can wait fo the phone to ring and earn a great living. Unfortunately, many new agents set themselves up for failure by this approach to business.

A real estate professional's goal is to list and sell real estate. One of the primary keys to being successful is to identify those people who truly want or need to move, and find a way to meet with them. This concept of identifying and targeting likely buyers and sellers is called prospecting, and it is a process, not an event.

This book is the ultimate game plan for prospecting. It carefully outlines methods to select likely groups of prospects, how to contact those target groups, what to offer them, and how to follow up.

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