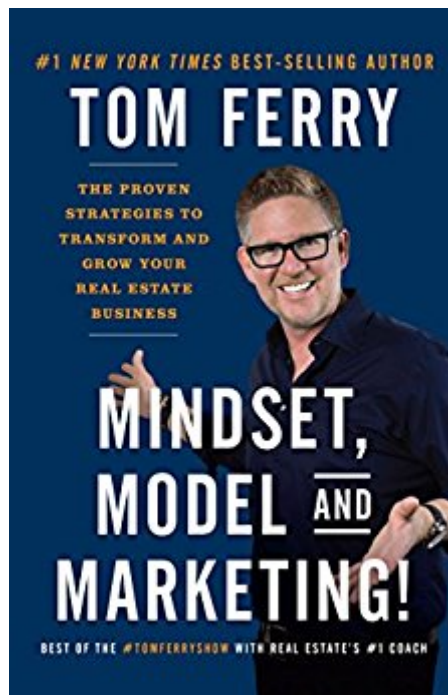




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# Mindset, Model And Marketing!: The Proven Strategies To Transform And Grow Your Real Estate Business



## Synopsis

Real estate is a tricky business. Some agents dominate the market, while others can barely keep their heads above water. There are secrets the top producers possess that every agent needs to know. This invaluable guidebook from #1 New York Times best-selling author Tom Ferry explores the systems and strategies that can transform you and your team into real estate rock stars. In *Mindset, Model and Marketing* you'll learn how to:

- Take the massive action necessary to become the dominant agent in your marketplace
- Win listings by presenting and closing with confidence
- Profit from your database and geographic farm
- Implement one of four team models to scale your business
- Take control of your time to work smarter, not harder

With Tom's proven business-building techniques, you can become a force to be reckoned with in the real estate industry and secure the future you've always wanted.

## Book Information

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## Customer Reviews

As someone bringing a lifetime of old school service and technically oriented experience into becoming a top Realtor, I can't wait to get deeper and deeper into this book. Warning: if you "dog ear" pages you want to return to it would be much more effective to dog ear the pages you do not need seeing again and again because you will have very few dog eared pages when you finish. This is more of an inspirational how to book that will be a great resource, its like a cook book of your favorite recipes. If you like meat, then this is the book for you (I like meat). If you like fluff and want to be the emperor with his or her new clothes on and want people to tell you how wonderful and complete you are as you sit right now this is not your book. I simply love the straightforwardness, insightfulness, guidance and direction I receive from Tom Ferry and his well trained coaches. I am very value based and this is a high value. Thanks Tom for providing this format for me. Can't wait to finish it In the next few days.

Tom Ferry always has amazing content to share that is easy to understand and put into action, and is also relevant. It's not outdated info and strategies, it's a mix of "tried and true" and "cutting edge" to keep you, or get you, to the top of your [real estate] game. He also offers a mix of info and strategies, so there's useful info regardless of your personality, and how you like to do business. Don't add this to your Wish List and wait until Christmas to get it. Don't buy it and add it to your stack of books to read when you have time. Buy it now and start reading it now...and then put what you read into action. You'll be glad you did.

Highly actionable content, if you're new in Real Estate or a veteran agent this is definitely worth your time. It is chock full of insights on how to maintain a positive mindset, action plans for getting in touch and staying in touch with your past clients and sphere, and getting your message out on social media to build your brand. I will be using this as a resource for years to come to help me get on track and stay on track.

I have followed Tom Ferry through many years throughout my real estate career. He is a mentor to many, and his coaching has proven so helpful and successful. I run a large team, and use many many many of Tom's coaching videos to help motivate my agents. This book is a wonderful piece of work that will help many future agents, as well as us current ones. I would highly recommend anyone interested in this line of business, read this and see what passion Tom brings to our world!

I just got back from Tom Ferry's Summit where I actually purchased a signed copy of this book and

now I have it on my kindle too, so I can review anytime. This is perfect as you have to constantly be working on your business while conducting business. Tom understands this and walks you through what you should be doing and what you should not be doing. I am still working on the should not be doing part as we all think we can do it better, Tom reminds us that it is ok to hire someone to help you be more productive in other areas of your business. This is an excellent book for everyone that is in the business of Real Estate. It is like Tom is speaking directly to you. Outstanding book, Tom!!

This book is an excellent read. It's definitely MUST read for all Real Estate Professionals. In all honesty, ever since I joined the Tom Ferry coaching program, I have lived a much more positive life and have influenced others to do the same. This book gives you a taste of how living positively, working and moving towards your pinnacles and stepping out of your comfort zone will make you excel and 10X your life! "Always remember when you live inside your head, you're in a scary place."  
- A profound statement. Thanks Tom Ferry!

I bought the hard copy at the Summit and just bought the kindle version so I have it on my phone I can reference it anytime. I'm just half way through, it's full of awesome knowledge and skills! It's not just for realtors but anyone that wants to live a better more productive and successful life!

#TFSTBook

I am a new Real Estate Professional and Tom Ferry has helped me "weed" through the ocean of "How to's" and "Market this ways". His show should be your go to "On going training". I am a self proclaimed "Creative and Artistic Retarded" person and Tom Ferry's show has helped me open up a creative side to help me be successful. I highly recommend his book and his show to everyone in Real Estate. Whether you are just starting out or have been in the Biz for years and years, he can help springboard your business. Thank you Tom Ferry.

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