

《房地产经销商手册(英文原版进口)》

图书基本信息

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内容概要

The reliable, classic guide to INCOME PROPERTY BROKERAGE—now updated for the 21st century For more than thirty-five years, this guide has been the most reliable, trustworthy resource for real estate brokers and agents who want to increase their commissions and start selling income property. Now in a new Fourth Edition, A Master Guide to Income Property Brokerage is back and better than ever. With significant new material on the Internet and powerful, up-to-date tactics, brokers and agents alike will find in these pages all of the high-quality information they need to succeed. Sixteen power-packed chapters feature step-by-step income-building information that will help you:

- Profit from five quick ways to find property owners who will sell
- Turn your leads into listings that sell
- Nail down sales using today's new and ingenious ways to finance income properties
- Price income property to sell quickly
- Set up operating statements that promote sales
- Present the unique benefits of income property
- Access thirteen immediate sources of buyers
- Easily qualify buyers
- Advertise income property—and make it pay off big
- Show income properties for fast-action sales
- Master the fine points of selling income properties
- Work on condominium conversions: an exciting new wealth-builder
- Sell like a giant using online tools
- Make a final presentation that clinches the sale
- And much more

作者简介

JOHN M. PECKHAM III, CCIM, CIPS, RECS, is Chairman of the Peckham Boston Advisory Company, a commercial investment real estate brokerage firm founded in 1963. He has sold over a billion dollars of income property using the methods presented in this guide.

书籍目录

A WORD FROM THE AUTHORWHAT THIS GUIDE COVERSINTRODUCTION: Your Golden Opportunity for Big New Commissions and Profits in Income Property Brokerage Why This Guide Is So Important to You A Word about Big Commissions The Unique Benefits of Income Property BrokerageCHAPTER 1: How to Profit Most from Different Types of Income Property How an Income Property Differs from a Real Estate Investment Types of Income Property How to Use Your Efforts Most Profitably Cyberspace Marketing TipsCHAPTER 2: Five Quick Ways to Find Property Owners Who Will Sell Where to Find Prospective Sellers How to Find Out Who Owns the Building Finding Sellers at Cyberspace SpeedCHAPTER 3: Turning Your Leads Into Listings That Sell Priority Checklist for Listing Efficiency How to Handle the Owner Who Has Already Decided to Sell Step 1: Persuading the Owner to Sell Step 2: How to Persuade the Owner to Use Your Services Step 3: How to Gather the Necessary Information How to Obtain and Record the Information Financing: The Critical Part of the Listing Form Cyber Assists for the Listing ProcessCHAPTER 4: How to Use Today's New and Ingenious Ways to Finance Income Property How to Multiply Your Selling Chances Six Rules to Help Project Potential Financing When to Place a New First Mortgage Creating Maximum Leverage with Secondary Financing A Proven Method for Obtaining Low- Rate or No- Rate Mortgages Finding Income Property Financing in CyberspaceCHAPTER 5: How to Price Income Property to Sell Quickly How to Estimate Action Price Level How to Put the APL Guides Into Action Cyber Assists for the Pricing ProcessCHAPTER 6: Setting Up Operating Statements That Promote Sales Setting Up an Operating Statement How to Prepare the Beginning of an Operating Statement How to Construct the Middle Portion of an Operating Statement Financing How to Complete the Final Segment of the Operating Statement How to Use the Income Analysis Section Cyber Assists for the Operating Statement ProcessCHAPTER 7: How to Present the Unique Benefits of Investing in Income Property The Six Big Selling Points of Income PropertyCHAPTER 8 Thirteen Immediate Sources of Buyers—And How to Approach Them How to Amass a Huge File of Ready Investors Finding Buyers at Cyberspace Speed—The Huge PotentialCHAPTER 9: Proven Techniques for Qualifying BuyersCHAPTER 10: How to Advertise Income Property—And Make It Pay Off BigCHAPTER 11: How to Show Income Properties for Fast- Action SalesCHAPTER 12: How to Master the Fine Points of Selling Income PropertyCHAPTER 13: Condominium Conversion: An Exciting Wealth- BuilderCHAPTER 14: How to Sell Like a Giant Using Cyberspace ToolsCHAPTER 15: How to Make a Final Presentation That Clinches the SaleCHAPTER 16: How to Keep the Ball Rolling and Put These Profitable Techniques Into Action NowABOUT THE AUTHORINDEX

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