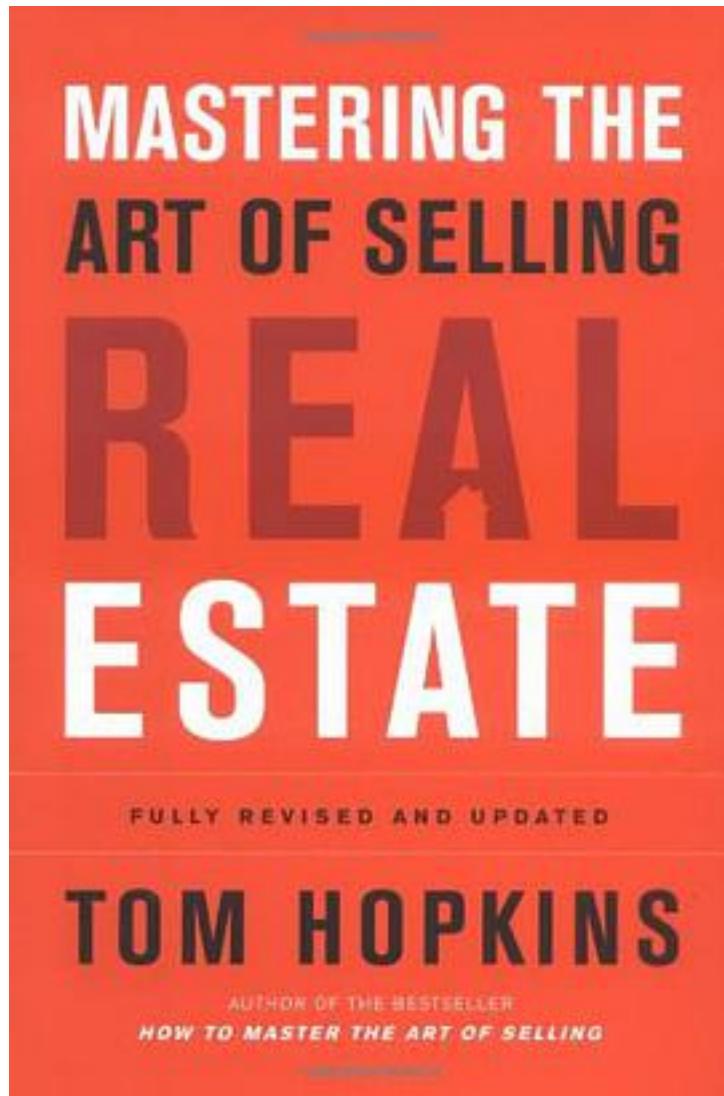


# Mastering the Art of Selling Real Estate



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Thirteen years ago, Tom Hopkins, the top real estate sales trainer in the country, published *How to Master the Art of Listing and Selling Real Estate* —the industry's bible—which has consistently sold well despite information that has become somewhat outdated. But now Hopkins gives a cutting-edge revamp to his still-popular classic. Along with its new title, readers can expect a complete elimination of dated material and inclusion of the most current information on the role of the Internet and computer software needed by every real estate professional. Full of anecdotes, sales scripts, and proven tactics, *Mastering the Art of Selling Real Estate* will show readers how to:

- Find the best listing prospects
- Win over "For Sale by Owner" sellers
- Earn the seller's trust
- Work an unrealistic price down to market
- Arrange the final agreement Anyone who's serious about real estate can take charge with *Mastering the Art of Selling Real Estate* .

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