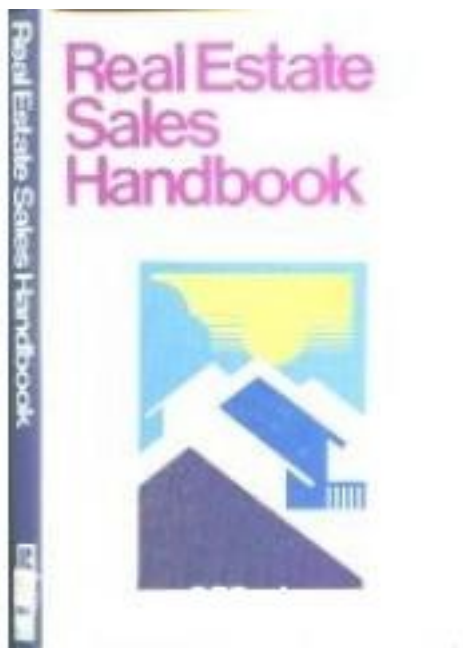


# Real Estate Sales Handbook



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The Real Estate Sales Handbook has been part of the educational publishing program of the REALTORS<sup>®</sup> • AECT/IOML MAR|ÖαTIHQ IH S£~rl£<sup>®</sup> <br> Tj£UTE@for the last thjrd of a century£<sup>®</sup>Distribution of almost one<br> million copies has been made through its previous eight editionsi¼£<br> and the Handbook has become an essential tool for both new and<br> experienced real estate salespeople£<sup>®</sup><br> This rererence book will not solve salespeoplej ~S problems but can<br> help them when they have problems to solve£<sup>®</sup>Any mention of local<br> and state laws and methods of operation mentioned in this Hand£<sup>®</sup><br> book refer only to specific instances and£ ~or sources cited and does<br> not apply generally£<sup>®</sup>Readers are advised to check policy and pro£<sup>®</sup><br> cedureS£~forms and contracts against whatever regulations apply in<br> their company£~municipality and state and to keep informed

of changes in the laws at all levels  
Among the changes in society in the United States in the last quarter of the twentieth century two notable ones are the professionalism in the real estate industry and the sophistication of the consumer and business public. Both demand of real estate salespeople the fullest knowledge obtainable and a real dedication to serving the public. Continuing education in their chosen profession is available through print and audio-visual materials and attendance at courses offered by local, state and national real estate organizations. Real estate salespeople who avail themselves of these educational opportunities will be better equipped to render the kinds and quality of service both buyers and sellers have come to expect. The Institute wishes to acknowledge with gratitude the contribution made to this ninth edition by Marketing Institute members John Clements—Mesquite, Arizona; David Doeleman—Portland, Oregon; James DuVal—Albuquerque, New Mexico; Le Roy Houser—Chesterfield, Virginia; Mel Johnson—Fort Collins, Colorado; Joseph Kennedy—Stamford, Connecticut; Carmen Kerrigan—Glendale Heights, Illinois; David Knox—Stamford, Connecticut; John Lane—Chicago, Illinois; Mark Miscevic—Las Vegas, Nevada; Kenneth Reyhons—Colorado Springs, Colorado; Nancy Taylor—Tulsa, Oklahoma; Jerry Thompson—Denver, Colorado; Barbara Wagner—Oak Brook, Illinois; Robert Wolff—Fort Collins, Colorado.

作者介绍:

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