

# Real Estate Office Management



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Intense competition makes intelligent state of the art real estate office management the key not only to success but to survival. "The Real Estate Brokerage Council" produced the first edition of "Real Estate Office Management" for brokers' classes taught by the "Realtor's National Marketing Institute" where it is still required reading. Highlights of this book include: \* Leadership, planning, organizing and communicating. \* Recruiting, agency types, and training. \* Retaining, motivating, and terminating employees. \* Record keeping and financial systems. \* Marketing and utilizing statistical records. \* Analyzing Real Estate growth patterns. \* Mergers and acquisitions.

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