

# 《房地产经销商手册 A MASTER GUIDE TO INCOME PROPERTY BROKERAGE》

## 书籍信息

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## 内容简介

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

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

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## 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.

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