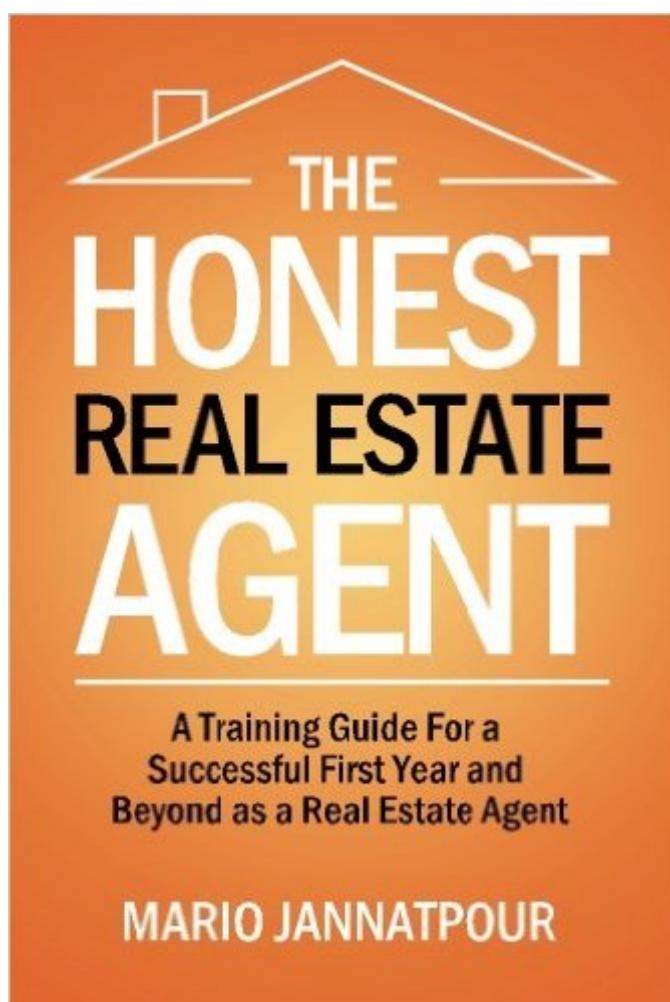


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# The Honest Real Estate Agent: A Training Guide For A Successful First Year And Beyond As A Real Estate Agent



## **Synopsis**

Author's Note: This edition is no longer for sale. The Brand New 3rd Edition will be published soon. The book will increase in size by over 70%. Do not buy this version anymore. Have you been thinking about getting a real estate license? Are you going to real estate school now? Have you recently passed your real estate exam where you live? One of the drawbacks of most real estate courses and schools is they don't teach you how to succeed as a Real Estate Agent once you get your license. This is the book for you because it will help you hit the ground running once you get your license. Thousands of new Agents have bought this book as they embark on their career in real estate. Mario Jannatpour is a active Realtor with RE/MAX Alliance in Louisville, Colorado and what he writes about is based on his experience of what it takes to be successful today as a Realtor. Mario has been a Realtor since 2002.

## **Book Information**

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## **Customer Reviews**

The one thing I was dreading in doing real estate was cold calling. This book gives you a great system to work with that doesn't involve cold calling at all. In fact it makes the real estate business an enjoyable one. One of the major emphases is using social media to build your business. I'd recommend to anyone going into real estate.

In a word, this book is... refreshing. In an industry where production and prospecting is celebrated above competence and customer service, Mario points out the obvious and drives it home - real estate consumers want their agents to be honest, ethical, hard-working and knowledgeable. If you

can deliver on those basic consumer desires, you'll be rewarded with plenty of repeat and referral business for years to come... without beating the streets every time you need to refill your pipeline. What was especially meaningful to me in *The Honest Real Estate Agent* were the testimonials from real people all describing what they want and expect from a real estate agent. Time and again the concepts of honesty, knowledge, expertise and competence were mentioned, but if you peruse the typical real estate sales training book, all you'll see is advice on how to dial, knock, push, close and manipulate... then lather, rinse and repeat. Mario's book offers none of that; instead, he encourages agents to treat their clients with an eye toward the future, not simply an eye toward a quick commission check. From the first page, Mario draws you in with his warm, sincere and authentic voice - you feel as if you're having a chat with him over coffee. Again... such a refreshing change from your typical lofty, holier-(and smarter)-than-thou voice of the typical real estate training guru guide.

At 41 years old, I contemplated making huge changes in my life. I'd always been interested in the real estate industry, but never seemed to find like minded individuals who put their conscience before making a quick buck. As a business owner for over 12 years, I wanted to apply those best practices that I'd used to grow my customer base in my previous business to a new career in real estate. Fortunately, I came across *The Honest Real Estate Agent* by Mario Jannatpour. After just a few chapters, I knew that my path as a Realtor with principles was not only possible, but a proven and successful approach to working as a Realtor. Mr. Jannatpour not only raises thought provoking questions, but he shows how the old adage of treating others as you would like to be treated is not only the right thing to do, but just plain good old business sense in the long run. His advice is backed up by real world examples and interviews with real people about what they expect in a Realtor. *The Honest Real Estate Agent* is clear in presenting the ups and downs of the real estate industry and doesn't attempt to hoodwink the newbie into thinking that working in the industry is a piece of cake. This is as objective as an approach that you will find; for some (like me) it will confirm the career choice that they've made, and for others, it will be a wake up call alerting them that the real estate industry is not for them. Mario Jannatpour entered the real estate industry at the age of 40 after a major career and life change. This thoughtful, honest and objective book is not only a great read, but shows that a career change is not only possible, but can be profitable and fulfilling for those who approach their business realistically and with the best intentions. Highly recommended by this Mom of three who still believes in practicing those values that I teach my kids in everyday life and business.

From all the rapturous reviews I was expecting a little bit more. The essential message of this book -- be honest (even if it hurts) in real estate -- is great. Nowadays, clients know too much from the internet to try to pull the wool over their eyes. However, I felt this book fell short in the nuts and bolts department. It calls itself a training guide for the first year, but there was not a lot of specific details/plans/paths on what to do. He speaks generally about how to do a lot of different things: find a mentor, marketing, presentations, working with buyers, etc. But I felt the actual breakdown of what/when/how to do these things was missing. There are close to 30 chapters in this book, and the vast majority are under 5 pages, which should tell you a lot. He tackles a wide swath of topics, but without great detail. Most of it is common sense: be honest, work hard, believe in yourself, don't give up. I think it could be a really good book upon its second edition, if he takes the time to really flesh out his chapters with specific game plans to really boost your first year in real estate.

So you want to be a Real Estate agent? Then, you need to get educated and not all of what you need to know will be found in school but in the form of feedback and input from those that have been there and done that. There are many in this group, but here is where this author shines. He has captured a relevant part of the business and is submitting it for your review. It is like a fat tasty spare rib waiting to be consumed offering more meat and less bone. That is what the aspiring agent needs most of. When so many agents are being tempted to give up, this is really the time for many to rev up, and this book will supply some of the fuel to run at optimum. Thank you Mario and well done. You have done a service to the reader and the industry at large with this book.

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