



The Real Estate Agent's Business Planner: Practical Strategies for Maximizing Your Success in Real Estate

Bridget McCrea

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Even the most skilled and experienced real estate agents struggle sometimes. In today's rapidly evolving real estate environment, it's easy to get caught up in the daily minutia and neglect the big picture. By developing a long-term strategy for success that's based on goals, benchmarks, achievements, and industry standards, agents can create satisfying careers instead of running from pillar to post 24/7/365. The Real Estate Agent's Business Planner offers you a system for managing your business effectively by:

- Setting up a strategy for getting through the "lean" times
- Preparing accurate financial projections
- Working on your business, instead of just "in" your business
- Leveraging technology to work better, smarter, and faster
- Forming teams, hiring assistants, and delegating non-core tasks
- Planning for association dues, desk fees, and other overhead expenses
- Creating and reviewing specific performance measurements
- Using the easy-to-apply strategies outlined in the Real Estate Agent's Business Planner, agents can chart a course for success while meeting the day-to-day demands of their growing businesses.

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