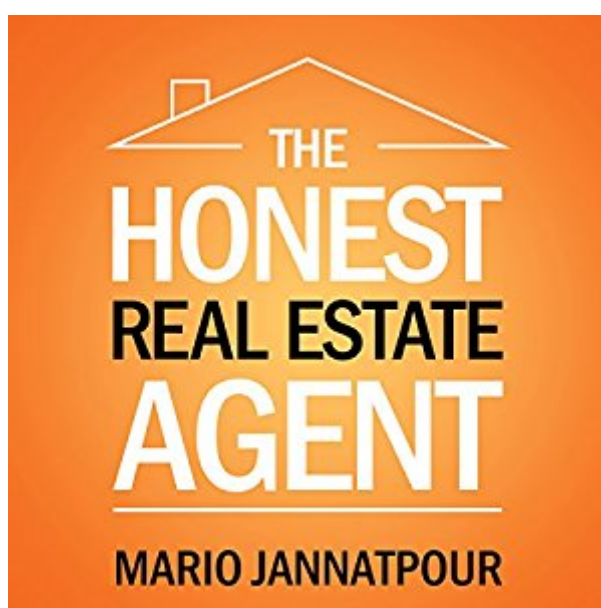


The book was found

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



Synopsis

Thousands of new real estate agents have bought *The Honest Real Estate Agent* since it was first published in 2011. This audiobook will help you build a fulfilling and meaningful career. One of the drawbacks of most real estate schools is they teach you only how to pass the real estate exam. They don't teach you how to succeed as a real estate Agent once you get your license. Experienced and new agents will benefit greatly from listening to this audiobook.

Book Information

Audible Audio Edition

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Customer Reviews

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.

I had listened to Mario's podcasts and have been considering whether real estate would be a good option for me or not. I started to read the book and after a few chapters I emailed Mario with a question. He very promptly got back to me and really answered the questions about my main concerns. Mario is very down to earth and you can tell when speaking to him that he knows what he is talking about. It was very refreshing reading a real estate book that wasn't all about pushy selling. I appreciate the way Mario has built his real estate career and I feel any agent could learn a lot from this book.

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.

I highly recommend this book to anyone either thinking of taking the Real Estate course to test for a Real Estate Broker's License or anyone who just received their license! First of all, I ordered the Kindle version of this book and even though I don't have a Kindle, I was able to download kindle app for free on my iphone and read the book instantly, no waiting. I chose to purchase this book after watching some youtube videos by Mario Jannatpour. I feel like he really broke down step by step the ways to succeed and the things that you as a new Real Estate Agent you **MUST DO IN YOUR FIRST 30 DAYS** as a Broker. Mario Jannatpour is very detailed with his advice and he helps with a business plan and a plan for videos and social media. Also, Mario recommends starting on a team or as a Buyer's Agent. So, I as a brand new Agent have decided to take this path and I start this week with a Buyer's Team in Lakewood, CO! I am so excited for this new career! Thank you Mario Jannatpour for your videos and for your book!

I would highly recommend this book to anyone beginning in real estate or looking to refocus the way they do business as a real estate agent. Mario delivers real advice and techniques in this book. A lot of other books offer too much fluff with little practical knowledge to apply to your daily career. This is not the case with Mario's book. He is offering valuable information here. High praise for this book as well as Mario's podcast, where he also delivers excellent content and countless interviews with agents across the country, all for free! His podcast has the same name as his book so it's easy to find. Keep up the great work Mario!

This book is must read for every real estate agent who is just starting out or still considering the real estate as a career. I enjoyed reading this book.it's an easy read and it's not sugar coated. Mr. Jannatpour did really a good job on talking about what is expected from the real estate agent as far as honesty,expertise,guidance,market knowledge,ethical conduct,continuing education and especially looking after the client's best interest. Mr. Jannatpour talks from experience and offers his sincere and honest opinion about what it takes to be successful in the real estate business. His recipe for success is very basic and simple:Treat your clients right and you'll have a lot of repeat business and referrals from past clients, friends and family. I believe his approach in the book is very natural and logical.Reading this book is like listening to your older brother giving you an honest advice on how to succeed in the business. Also check out Mr. Mario Jannatpour's YouTube videos. He's awesome.

If you are starting out as a new Real Estate Agent, I would recommend this book, over others. It stresses, being an honest and ethical Real Estate Agent.It teaches you about caring more for your clients than just your commission checks and it lets you know what real client really think of Real Estate Agents.If you want to last in Real Estate and keep return clients, be an honest Real Estate Agent. I know I will.KJ

Nice balance of practical information for those seeking a career in R.E. The writers personality came through nicely. Being somewhat shorter in length than other books, time is spent mostly discussing ones approach rather than a step by step sales manual.

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