



Real Estate Rainmaker^Â: Successful Strategies for Real Estate Marketing

Dan Gooder Richard

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Would you like to triple your income as a real estate agent or broker? Close thirty or fifty or more transactions a year, rather than the national average of twelve? Reduce your advertising expenses by half and cut marketing costs per transaction by forty percent?

Can you imagine converting 100 percent of your prospect inquiries into customer presentations? Working a four-day week while maintaining a six-figure income? Cashing out of your practice financially independent yet still young enough to enjoy the fruits of your labors? If these questions sound like an impossible dream, then reality is about to give you a very pleasant surprise.

Real Estate Rainmaker introduces a powerful marketing system that multiplies your personal efforts and enables you to generate more prospects and close more sales at lower cost. Drawing on proven marketing principles and insights from other industries, Dan Gooder Richard, a leading authority on real estate marketing, presents the dynamic 3-Step Rainmaker Lead System. Following each step of this system, you will learn how to:

- * Overcome inevitable market fluctuations faced by all real estate agents and brokers
- * Master the latest marketing techniques to increase leads at reduced cost
- * Close more prospects by focusing on customer needs
- * Boost referrals and maximize profits through customer retention
- * Write your own marketing plan in six easy mornings
- * Build a Trophy Database and develop an exit strategy to cash out financially independent

Complete with an invaluable collection of marketing tools never before assembled in one place and all the essential contact information you'll require to find what you need easily, Real Estate Rainmaker brings you a torrent of indispensable principles, techniques, and savvy insider's tips that will flood your practice with customers, profits, and success beyond your wildest dreams.

"Doing business without marketing is like winking in the dark. You know you're doing it, but nobody else does." From the Foreword by Laurie Moore-Moore

The real estate industry has never been more active or more competitive than it is today. Anyone who wants to achieve real success must have a foolproof marketing system to create prospects, convert them into customer appointments, and turn past clients into future referral sources.

Real Estate Rainmaker introduces the most reliable marketing system in the real estate industry today, the 3-Step Rainmaker Lead System. This is your opportunity to learn the key components of a proven, dynamic system that you can put into practice immediately and discover advanced marketing methods and techniques that can help build your practice throughout your career. In this remarkable and revolutionary guide, you'll learn:

- * Twenty easy techniques to boost advertising results at no extra cost
- * Proven direct response lead generation techniques

- * Can't miss direct marketing copywriting and design secrets
- * Unbeatable Internet marketing strategies
- * How to build a Trophy Database that really pays off
- * And much, much more to generate more leads, more sales

Don't let your career languish while you waste precious marketing dollars through trial and error. Let Real Estate Rainmaker start making you a rainmaker today.

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Michael Brown:

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