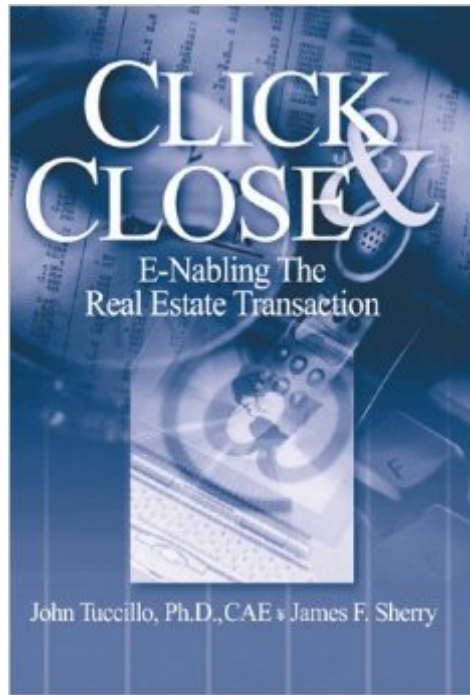


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Synopsis

Authors provide specific direction on how to create a strategic plan that incorporates technology-based transactions, and how to implement that strategy through planning and staffing.
DLC: Real estate business--Computer network resources--U.S.

Book Information

Hardcover: 200 pages

Publisher: Dearborn Real Estate Education; 1 edition (November 1, 1999)

Language: English

ISBN-10: 0793136369

ISBN-13: 978-0793136360

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 14.4 ounces

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #5,888,925 in Books (See Top 100 in Books) #89 inÂ Books > Computers & Technology > Networking & Cloud Computing > Home Networks #9812 inÂ Books > Computers & Technology > Networking & Cloud Computing > Networks, Protocols & APIs #11263 inÂ Books > Business & Money > Real Estate

Customer Reviews

Sherry and Tucillo not only understand the real estate industry's problems, they offer a cogent plan to fix it. This book should be required reading for every Realtor(r)Association Executive and every Sales or Broker Associate. What a "novel" idea: The consumer's wants and needs are what really matter.

I was very disappointed. I read this skimpy 134 page book in about an hour and half last night. I came away with very little (I even thought about quickly sending it back to). Don't expect any revelations here and don't expect much in the way of web site help either. This may be a "must read" for some older agent/broker who thinks the web is his/her enemy. Clearly there are a few of philosophical points and strategies explained but they are NOT rocket science. Save your money or expect a quick unsatisfactory read, believe me. I think the earlier reviews were done by friends. (P.S. I have not read "8 new rules" but they discuss them here... #8 is Know What Business You're In... ooooh!). Read "Cluetrain Manifesto" or "New Rules for a New Economy" if you want real eye-opening insight into the near future.

Much has been written about how technology will change the real estate business. This book concentrates on harnessing technology to work for you. The book offers advice on creating your tech business model and how you can use it to provide better service to clients and to survive for the long haul. Both authors have great insight into the real estate business and are also worth hearing as speakers. A must for the tech savvy Realtor.

This book is the real estate brokerage "owners manual" for the next five years. Tuccillo and Sherry are right on target with their vision of the future. They not only talk about today's empowered consumer, they prove how much they are in control of our industry. "Click and Close" is a step by step plan to meet those consumers on their ground.

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