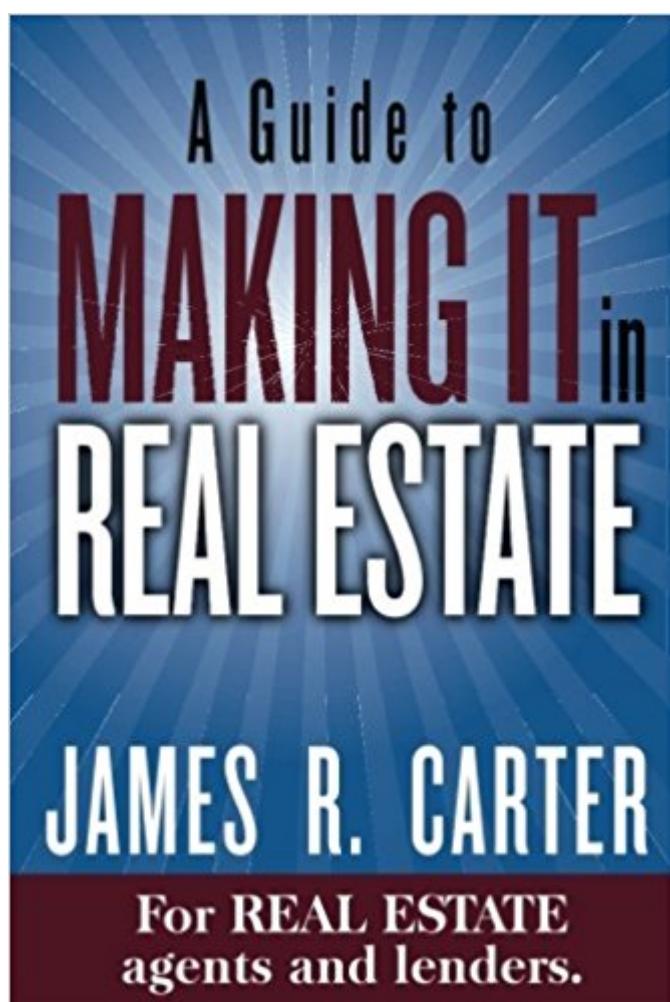


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# **A Guide To MAKING IT In Real Estate: A SUCCESS GUIDE For Real Estate Lenders, Real Estate Agents And Those Who Would Like To Learn About The Professions.**





## **Synopsis**

Written specifically for real estate lenders and real estate agents by someone who has had phenomenal success in both professions, *A Guide to Making It in Real Estate* stands out from the crowd for its clarity, simplicity, and humor. Whether you call yourself a “lender,” a “real estate agent,” or a “commercial professional,” author James R. Carter points out that you are essentially the CEO of your own small business—as well as the VP of marketing, VP of operations, VP of finance, “Director of Attitude,” and lead sales representative—six hats. You are responsible for 100 percent of your success, and in order to thrive, you need to be strong at four essential areas: finding deals, doing deals, managing money, and keeping your head straight—Marketing, Operations, Finance and Attitude. Carter offers insight and advice that lenders, real estate agents, and anyone interested in the real estate business will likely find useful—whether you’re just getting started or simply need inspiration. In fact, the principles outlined in this book make it an excellent resource for any type of small business owner.

## **Book Information**

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## **Customer Reviews**

James R. Carter was born and raised in California. He received a football scholarship to San Jose State University where he made Honorable Mention All-American his senior year. After college, he worked at a computer company while earning his MBA. In 1993, he started his career in real estate as a mortgage broker, eventually transitioning to real estate brokerage in 2000. When he started as a realtor, he placed himself in one of the most competitive offices in Silicon Valley, where the extraordinarily large volume of commission revenue he produced that first year led management to

ask him to teach a class called "How to Make One Million Dollars Your First Year in Real Estate." His notes from that class were the jumping-off spot for this book. He and his wife live in Northern California and together they have three adult daughters.

I always thought the National Best Seller "The Millionaire Real Estate Agent" by Gary Keller of Keller Williams was the best book written for the Real Estate Professional. My mind has been changed by James Carter's "A Guide to Making it in Real Estate". The book is written for the Realtor and Mortgage Lending fields, but can really be used in any entrepreneur or sales industry. I worked as the in-house lender at the high powered and high performing Real Estate office that Jim mentions in the book. To our astonishment, right from the first day, Jim was giving the Big Dogs in the office a run for their money to be #1. Jim has a casual personality and was very well-liked by management and his colleagues. I could see though, that under this calm exterior, lay one of the fiercest competitor's I have ever met in the Real Estate field. As I watched his quick and huge success, I often wondered; what makes this guy tick? How does he do it? I was thrilled to find out that he had written this book and I would be able to finally get the answers to my questions. I ordered the book with rush shipping and completed reading the book in 24 hours. Everyone should have this book sitting next to their 2016 business plan or even better make the book their biz plan. I incorporated a lot of the book into my plan for this year, especially the targeted focus of time and energy to the four "buckets" of Marketing, Operations, Financial and Attitude. We actually had Jim come in and present at our Sales kickoff meeting and Jim and the book were very well received. Two thumbs up for a book written from a Mega Producer for everyone who wants to raise their business (and it is your business as explained in the book) to a much higher level. George PiresStonecrest Financial

Kudos to you for sharing the secrets to success, not only in the Real Estate world, but in any career. Your emphasis on attitude is so key. As a 28 year veteran in the Bay Area mortgage industry, your book hits home in so many ways. Great job! Highly recommended.

I purchased this for my husband who is new in real estate. I have been a broker for 16 years. He found it to be very helpful and contained most of what I had been teaching it. But he says that if an agent doesn't have someone to hold their hands through learning the business, it is a great book to start a solid foundation and gain understanding of the business.

Solid advice, easy to read, with sales fundamentals purposely left out. If you're just getting started, and you have a sports and/or military background, then this book will connect on many levels. Jim's book is a great contribution to the real estate business. Highly recommended!

Very informative! I enjoyed every minute of this book. It makes you more confident in your decision to sale real estate. Great read

A must read! Provides an authentic voice to some fundamental principles that you can leverage in both real estate and your everyday life.

Lots of good advice about real estate, or as he says, "We find deals, we do deals, we manage some money, and we work at keeping our head straight." Everything is presented in an encouraging and optimistic tone. Return to it often, you'll be sure to get new energy and ideas.

Outstanding job, Mr. Carter! Your no BS writing style provides both the fundamentals, blocking and tackling, as well as useful tips for the seasoned pros. Chris Schimunek - Real Estate Investor

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