



# SALES AND MARKETING

# 101

FOR REAL ESTATE  
PROFESSIONALS

CHRIS GROVER | THIRD EDITION

**Dearborn**  
Real Estate Education

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Successful real estate professionals know that when it comes to sales and marketing, you need a plan. This book will improve your sales results by teaching you how to employ a complete, professional marketing strategy. Using real-life examples and a friendly, easy-to-follow tone, ***Sales and Marketing 101 for Real Estate Professionals*** gives you the tools you need to list the right properties at the right price and attract prospects who are ready, willing, and able to buy.

- Comprehensive coverage of marketing strategies that draw the right clients to you, from the theories of product, promotion, price, and place to practical advice on how to segment a market and implement a marketing plan.
- Complete coverage of the selling skills you need to close the sale, including time management, ethics, professionalism, and closing techniques.
- Most current coverage of Internet marketing tactics to help improve sales, featuring personal websites, social media, and e-mail.
- Multiple-choice questions in every chapter test your knowledge, with answers and rationales provided so you can check your work, while open-ended research exercises allow you to apply what you've learned to real-world scenarios.

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**Chris Grover** has a diverse background in real estate, marketing, and finance that began in 1970 as a real estate investor. Just after earning his real estate broker's license in 1976, he opened a brokerage firm that eventually employed over 30 licensees. He is a non-practicing Certified Financial Planner™ who also holds a bachelor's degree in finance and a master's degree in business administration. He currently acts as the Department Chairman for Business-Real Estate at Victor Valley College in Victorville, California.

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