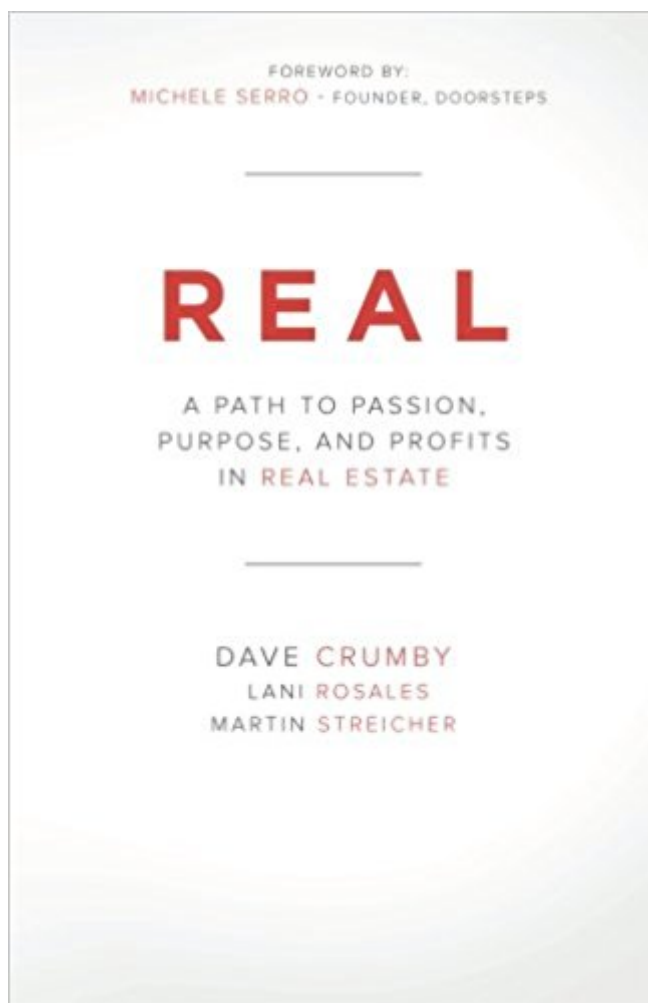


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# Real: A Path To Passion, Purpose And Profits In Real Estate



## Synopsis

Not your ordinary book on Real Estate. It's a book about Life, People, Health, Rejuvenation, and Habits. Contributions by some of the most accomplished Leaders in Real Estate: Spencer Rascoff - CEO, Zillow Pete Flint - CEO, Trulia Sherry Chris - CEO, Better Homes & Gardens Kristina Wise - CEO, Good Life Marc Davison - Partner, 1000watt Dave Crumby - CEO, realvolve Austin Allison - CEO, dotloop Lisa Archer - Co-founder, Geeky Girls Matt Beall - Broker, Hawaii Life Real Estate Vanessa Bergmark - Partner, Red Oak Realty Kim Colaprete - Founder, Team Diva Nobu Hata - NAR Director Dottie Herman - CEO, Douglas Elliman Real Estate Tina Mak - Broker, Coldwell Banker Michael McClure - CEO, VerifiedAgent.com Kelly Mitchell - Founder, Agent Caffeine Tara-Nicholle Nelson - Founder, RETHink Marc Siden - CEO, Onboard Informatics Kendyl Young - Owner, Diggs Foreword by: Michele Serro - Founder, Doorsteps Artwork by: Joey Roth

Most Real Estate Books fall short. REAL goes beyond mere tactics and strategies to focus on the core of what really matters - You. With featured stories from Real Estate's Thought Leaders including Marc Davison, Spencer Rascoff, Sherry Chris, Kristina Wise and many more. If building a real estate business that lasts is important to you - this is a book you surely won't want to miss!

Build to Last What stalls most agents from building sustainable businesses is the misconception that getting from point A to objective B will require more energy, skill, and time than we have. So we revert to short-cuts. But the truth is big problems are rarely solved with big solutions, but by a sequence of small solutions, sometimes over weeks, months, years, and sometimes over decades.

It's About YOU A minimalist approach to marketing How to serve from the inside out Why Habits are more vital than goals How to cycle your energy and interest Why Authenticity matters more than Salesmanship Chase the Passion - Not the Money Why People - are your REAL portfolio Truth about Happiness and Money Health - Building a Sustainable You Practice - You are what you do Why Real Estate Craftsman will take over

## Book Information

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## Customer Reviews

Dave Crumby is CEO & Founder of Realvolve.com - a leading cloud-based CRM for the Real Estate Industry. He was a practicing real estate agent and broker for 15 years. For more information about Dave and to request a speaking engagement, go to [davecrumby.com](http://davecrumby.com)

What I most enjoyed about it was hearing Dave's insight into what it's like to be hugely successful at real estate and then how that didn't really satisfy him (or even last). And then have him give a step-by-step outline of what a sustainable practice looks like. The short chapters by super-successful realty VIPs were OK, but a number of them sounded exactly like the kind of talk you'd give at a high school graduation. Made me feel like I was sitting in the hot sun in an uncomfortable folding chair. Otherwise, love this book.

I read this several years ago on Kindle. I recently decided to read it again, so I bought it in paperback. It is honestly the best real estate book I've ever read, and I read them all. It is really a life-lesson book. I highly recommend it for anyone who seeks to embrace real estate as a passion, not just a money making tool.

In a world filled with buy this, do that books. this one came along when I needed it most. Real is most certainly real and it is a career changer for me. I've soaked up the stories that have been so honestly shared. The genuineness of each contributors stories makes you want to read more. I found myself reading each one as if they were having a conversation with me. I highlighted, took notes and am reading it for the second time through. What I appreciate most is that no one was hiding the difficult nature of this business, but rather being open and honest about how hard it can be. They also share how to make it a successful career. What drives them to succeed and how they evolved to where they are today I've been in this business for 5 years and I've read so many "self-help" books that were going to put me on the next great path. This book isn't about the next great gimmick, it's about taking charge of your career and heading down a road to lead you to your own success with hard work, dedication and desire to go forward with a purpose. I ordered books

for our new agents but I've told everyone in my office that this is the one book they should read before they do anything else. I can't thank those who told their stories in this book enough for sharing. You can stop and make changes for a better career and it will benefit you personally and professionally. 2014 is going to be a banner year and this book is part of my plan.

The real estate profession is, if nothing else, a personally transformative undertaking. This book like no other in my experience captures that process. Recommended for anyone connected to real estate, new agents, long time agents, or anyone who wants to know how they tick. See if you can pick out the common themes in the varied perspectives. The text is surprisingly practical, but I won't spoil the instructions that are included. A quick read, though I would say required. My only con, some of the individual perspectives need to be taken with a grain of salt, and none of them should be taken literally. The overall themes are what make the book so special.

REAL is the most accessible & applicable book for real estate professionals that I have read in five years. You can tell that the authors/contributors know, work, and live in this business. They've been in the trenches, so to speak, which is a breath of fresh air from all of the non-agent, marketing social media guru crap we see. A must for any current real estate pro looking to become more successful & especially new agents.

Great read, be sure to also check out Mindset, Methods & Metrics - Winning as a Modern Real Estate Agent

This was a really good read and not your typical real estate top producing material. I enjoyed it and I will probably read it again several more times

Very engaging and easy to read. This book mostly for people who looking for motivation and inspiration, not a "to do" type. I found a lot of good lessons to learn. Will definitely suggest it to other real estate agents.

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