

(Free Reading) The Agent's Edge: Secret Strategies to Win Listings and Make Your Fortune Selling Real Estate

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For the first time ever, five-time number-one RE/MAX agent worldwide, Jordan Cohen, reveals his secret sales strategies that will elevate your real estate sales career to the highest levels. Jordan Cohen started out selling entry-level houses in Southern California over thirty years ago, before transitioning to the luxury market. Always working alone as an individual agent without a partner or a team, he consistently sets new sales records year after year, including 2021 where he closed over \$314 million in residential real estate. In *The Agents Edge*, he teaches agents of all levels how to win listings, take advantage of every opportunity and make your fortune in the fast-paced, exciting world of real estate sales. Whether you've been in the business for decades, are just starting out, or somewhere in between, these strategies will work for you. In this powerful and entertaining guide with a heartwarming forward from Sylvester Stallone, Jordan shows you how to set yourself apart from the competition to attract sellers and win listings. He walks you through every aspect of a successful listing presentation and includes examples and stories from some of the famous athletes and celebrities he has represented including NFL stars Aaron Donald and Marcus Allen, rock star Bret Michaels, WWE superstar The Miz, and many more. Jordans lessons apply to real estate agents of all levels and all companies and work in any market. Topics covered include How to Win Every Listing Interview Marketing Yourself and Your Listings to Succeed Tapping into the Power of Social Media (featuring Broke Agent Medias Eric Simon and Matt Lionetti) Strategically Putting the Agent in Real Estate Agent Turning Tired Old Techniques into Cutting Edge Strategies That Work The Big Pay-off That Makes Real Estate More than a Great Career

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