



Real Estate Psychology: The Dynamics of Successful Selling (Real Estate For Professional Practitioners: A Wiley Series)

James E. A. Lumley

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A guide to real estate selling techniques. Emphasizes communication and persuasion techniques such as empathy, feedback, reinforcement, paraphrasing, and negotiation to secure the trust of the buyer and increase sales. Explains how to understand what motivates prospects and respond to their needs and expectations. Features role-playing exercises and real-world problems to foster development of persuasive and interactive skills.

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