



# The Real Estate Entrepreneur: Everything You Need to Know to Grow Your Own Brokerage

*Clifford Perotti*

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**The Real Estate Entrepreneur: Everything You Need to Know to Grow Your Own Brokerage** Clifford Perotti

**Make the transition from real estate agent to broker-owner and watch your income skyrocket!**

Endorsed as a Product Partner by the Council of Real Estate Brokerage Managers, *The Real Estate Entrepreneur* covers everything you need to know to launch your own successful real estate company. Drawing upon his two decades of real estate experience, Cliff Perotti covers everything from creating a vision for your company and building your brand to recruiting and training sales associates, and developing a strategic plan for the future.

Perotti gives you informed, step-by-step discussions of:

- The reasons new brokerages fail-and how to avoid making the same mistakes
- Innovative ways to recruit and retain the best agents
- Proven methods for identifying your marketing niche and increasing your market share
- Techniques for structuring compensation plans that motivate without draining profits
- Tips for increasing visibility and revenue through websites, transaction management software, virtual assistants, and blog marketing

Featuring insightful self-assessments, checklists, and exercises throughout, *The Real Estate Entrepreneur* is your hands-on guide to becoming a well-organized, established brokerage owner.

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