

INSIDE THE MINDS™

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## TOP AGENTS OFFER KEYS FOR SUCCESS IN REAL ESTATE

# CALIFORNIA REAL ESTATE CLIENT STRATEGIES

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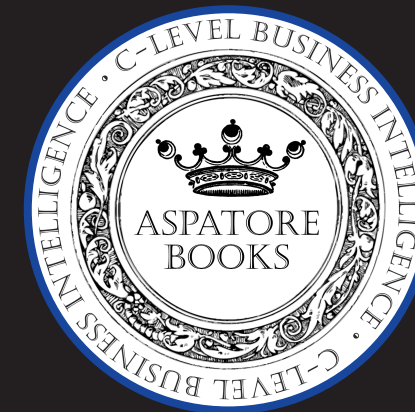
CALIFORNIA REAL ESTATE CLIENT STRATEGIES

*California Real Estate Client Strategies* is an authoritative, insider's perspective on the ins and outs of achieving success as a California real estate agent. Featuring top brokers and REALTORS® from real estate agencies across California, this book provides a broad, yet comprehensive overview of the unique aspects and challenges of working in the California real estate market. Discussing the competitive nature of real estate on the West Coast and the importance of standing out in the crowd, these authors raise critical points around understanding the real estate knowledge exclusive to California, including escrows, second homes, investment properties, and fractional ownership properties. From understanding the demographics of the state's different regions to strategies for negotiating on behalf of one's clients, these leaders articulate the finer points around California real estate now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great minds of today, as experts offer a wealth of details around what it takes to secure long-term success in this endlessly demanding industry.

### ABOUT INSIDE THE MINDS:

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

INDUSTRY LEADERS ON UNDERSTANDING  
THE MARKET AND BEST PRACTICES FOR SUCCESS



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