



# **A Realtor's Guide to Greater Success: Above and Beyond The Competition**

*Nancy D. (Hollandersky) Butler*

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Many industries today are in a constant state of flux, and the real estate market is no exception. This is true for buyers, sellers, Realtors, and any other realty-related business.

In response, Nancy D. (Hollandersky) Butler spent 2012 interviewing Realtors throughout the country to identify their greatest obstacles to success. Her discoveries, as well as solutions, make up *A Realtor's Guide to Greater Success*.

This easy-to-read, easy-to-use guide provides specific strategies for overcoming challenges and achieving business success. And step one is figuring out what success means to you. Knowing what motivates you, and what you love about work, will help you clarify your vision of success and understand your goals. As she says in the first chapter, "This is your business. You have the power to make it as successful as you want it to be."

Butler draws upon her more than thirty years of experience to cover topics such as low-cost and no-cost marketing, utilizing social media, staffing, evaluating the competition, and even achieving balance between business and personal life.

Also included is a business plan outline that, combined with her valuable advice, will set you on course toward greater realty success.

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