



SOLD: How Top Real Estate Agents Are Using The Internet To Capture More Leads And Close More Sales

Ken Lapp, Dan Lok

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"SOLD is a gift to real estate agents everywhere looking to double and triple their business with internet marketing." - Raymond Aaron. New York Times Top Ten Best-Selling Author, Acknowledged Real Estate Expert As a real estate agent ... • Did you ever wonder why other real estate agents are at the top of Google and you're not, even though you do more business and are better than they are? • Do you know a real estate agent who is getting so many leads from their website they are having to sell them to other agents? • Have you ever thought there must be a way for a good real estate agent to use the internet to make money? • Have you ever wanted to have an automated system to bring in a steady stream of high quality prospects every month on a reliable basis? These questions and more are answered in SOLD. In this book, you'll discover: • Why cold-call prospecting and door-knocking are not only mind-numbing and demoralizing but also completely ineffective • The appalling lie of traditional old school methods and how the internet will change your business forever • How to avoid the common mistakes that are responsible for 80% of real estate agent failures • How to generate more leads at low cost or even no cost using search engine optimization, Google Pay Per Click, social media and other online strategies • How to quickly set yourself apart from other realtors and dominate your local market • How to generate a steady stream of motivated, qualified clients - any time you need them - regardless of market conditions • How to use "direct response" advertising to generate \$10 for every single dollar you spend on advertising • How to position yourself as an indispensable real estate professional (vs. a dreaded salesperson) so that most of your prospects wouldn't even consider talking with another real estate agent • And much, much more!

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