



TAMI BONNELL

CEO, EXIT REALTY CORP. INTERNATIONAL

Pro Tip: Tami Bonnell on Working with the Hyper-Informed Consumer

Even though today's buyers and sellers have access to more information about the transaction process than ever before, over 90 percent of them use an agent. Listen as Tami Bonnell, CEO of EXIT Realty Corp. International, shares her advice on approaching clients who think they don't need help.

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Success Story: "How I Brought in \$10M in my First Year as a REALTOR®"

Not only did Bay Area REALTOR® Haley Tone close \$10 million in transactions in 2017, but she's doubled that volume every year since. Here's her suggestions for REALTORS® working to build up their businesses.

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Marketing You: For Better Branding, Find Your Purpose

A recent Salesforce study showed that 80 percent of consumers are more loyal to brands with good ethics. Since each REALTOR® is their own brand, consumers have the same expectations of their agents that they have of other companies to engage with social

issues. Stacy Carpenter, director of user and customer experience at TOMS®, shares how to meet those expectations.

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THE LISTING PRESENTATION USED BY CRAZY RICH AGENTS

Use this presentation to: 1) Set yourself apart from other agents; 2) Stop being a closer; 3) Easily win against commission discounters and list price inflators [>> MORE](#)

Money Corner: Ask These 4 Things Before Hiring a CPA

With tax season fast approaching, now is the time to consider bringing on professional help. But before you hire an accountant, you need to make sure they understand the specifics of your business. CPA Alan Rohrer, whose firm works specifically with agents and brokers, shares four questions REALTORS® should ask prospective accountants before making the hire.

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Getting Clients: 3 Tips for Top-Notch Referrals

According to Contactually, referrals from past clients are the top source of business for most REALTORS®. To secure a steady stream of quality referrals that turn into closed sales, follow these three tips.

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