



Been There, Done That: Ten Agent Success Principles from a Short Sale Insider

Melissa Zavala

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Learn 10 Agent Success Principles That Will Take You to the Top

Practical Tips from a Short Sale Insider

Been There, Done That: Ten Agent Success Principles from a Short Sale Insider is a humorous, short-sale inspired guidebook on how to be a great real estate agent.

Leveraging the many hard-earned lessons from her experience of closing thousands of short sales, real estate broker Melissa Zavala reveals the ten success principles that put her--and could put you--on top.

The values section is peppered with solid business principles to inspire and engage you in a fresh, modern approach to your career. Practical how-to tips to generate more leads and close more deals are woven into entertaining, real-life anecdotes throughout.

You'll meet Aunt Mabel, learn about the Fosbury flop, and take a roller coaster ride through the wacky world of short sales. Almost too crazy to be true stories about near miss foreclosures, Lady Gaga, and what a chocolate bacon cupcake has to do with your real estate career abound.

Who is this book written for?

- Real estate agents interested in learning more about the short sale niche
- Real estate professionals who want to maximize their leads, deal closings, and career
- Business people who want to skyrocket into their future using solid success principles that work

This book is NOT a short sale how-to primer, although there are short sale examples and stories within it. The short sale information is used as a springboard, a real life master case study, to emphasize the larger point""to be successful in your career you have to lead with your values, have a great plan, and follow through.

What will you discover?

You'll learn the value of dedication, the power of persistence, and the need for amazing organizational skills. You'll discover how your empathy, your professional competence, and even your online social media presence dictate your success. Although you may dismiss some of these skills as "soft," they are all an essential part of your real estate success toolbox.

With Melissa's how-to and career planning advice, you will experience firsthand what it takes to make it as an in-demand real estate professional. Her roadmap, designed to bring humorous insight, cuts to the point while making the connection between being great in real estate and being great in life. Online access to exclusive companion resources is included.

Melissa Zavala is an author, motivational speaker, short sale specialist, real estate broker, and technology

maven. As CEO and founder of three companies (Broadpoint Properties, Short Sale Expeditor®, and Transaction 911), Melissa has published numerous training webinars and eBooks, and she is also the author of *The Essential Daily Planner for Real Estate Agents*. Melissa's publications, live and recorded events inspire thousands of agents to take action and make a difference in the field of real estate.

Would You Like to Know More?

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