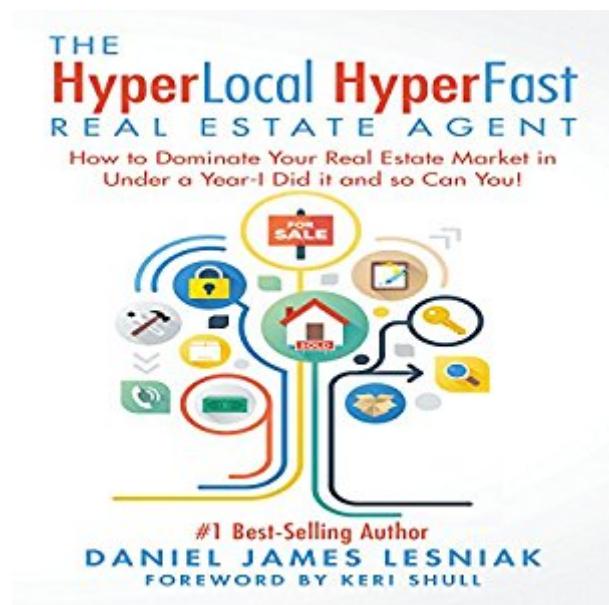


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# The HyperLocal HyperFast Real Estate Agent: How To Dominate Your Real Estate Market In Under A Year - I Did It And So Can You!



## Synopsis

According to recent surveys, the average real estate agent makes less than \$10,000 a year, and close to 90 percent of new agents will not last more than two years in the business. Fewer than 10 percent of agents will make over \$100,000, and the majority who do have been in the business for decades. The average real estate agent sells 12 homes a year, and for agents who are just starting out, that number is less than four. In 2012 Dan Lesniak used a unique strategy to upend the industry trends. In his first year in real estate, Dan had over 36 transactions totaling over \$22 million in sold volume, making him one of the most successful rookie real estate agents ever. He did this by taking over one of the most competitive market areas in the country, one that had previously been dominated by agents with over 10 years' experience. In *The HyperLocal, HyperFast Real Estate Agent*, Dan tells how he used the Segmentation, Targeting and Positioning (STP) framework to identify potential markets and choose which ones to go after and how to add massive value to the consumers in that market. This book will teach you how to use the STP framework to enter new markets or increase market share in your existing markets by adding more value to your potential clients and communicating your value proposition to the market. Whether you are a new agent getting started or a veteran agent looking for more growth, this book will show you how to do it using examples of how Dan did it in the hypercompetitive Arlington, Virginia (Greater Washington, DC), market.

## Book Information

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## Customer Reviews

This book provides a fantastic blueprint of how to engage in a competitive market and quickly gain traction. Whether you are just getting started in the business, or if you are a veteran looking for some new ideas, this is a great read.

Really enjoyed reading this book. Daniel used real life strategies that can be implemented to garner business and get results. I used one of them! Great work.

Great Book. Nice Work Dan. Thank you.

Great read. wonderful book.

I have been an agent since 1999 and found so many good....no great ideas in this book. I am sure they are things I have heard before but they were written with clear examples of how to use the ideas and gives you the thought process to think out of the box. Easy to read and implement. Great book.

I work in the real estate industry and have been thinking about becoming a Realtor. I am so happy I got this book. Dan uses stories from his first year in real estate to teach the strategies that helped him quickly become a top selling agent. I found the book to be highly entertaining, but at the same time very educational. His background is unique for the industry which helps him bring a fresh perspective on how to get the best results for your clients and grow your business

Excellent book with many tips on how to be a successful agent. Learned some outside of the box tricks that would help complete a sale, that would otherwise not occur. The difference between a good and great agent cant be underscored by the tenacity and process one uses. Any agent who implements these tips would be successful, regardless of the market they are in.

So, I try to follow Mom's if you can't say something nice mantra but this book is a waste of money for anyone that has been selling real estate over 15 minutes. Not the diminishing the 'success' that the author may have had but what made him a hyperfast success, reducing commissions on almost every deal to get market share? That makes someone a 'success' and somehow an authority? The 'tips' in this book are very basic and covered in almost every rookie class after you get your license. I do not understand the rave reviews in this book. It kind of reminds me of a typical Zillow review

where you get all your friends and family to say how great you are. This would be a good book if it was an e-book for \$1.99. Sorry! Just being honest.

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