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Buying The Experience: Real Life Lessons About The Way Real People Buy Homes



Synopsis

Are you evolving with the times or getting left behind? The critical path is out. Knowing everything about a house and its community is no longer enough – buyers are savvier and more informed than ever. It's not about selling bedrooms, or bathrooms, or skylights, or even the house itself. Today, real estate is about helping your buyer envision their new life in their new home. When you see through the buyer's eyes, you create unforgettable emotional experiences that accelerate sales, increase conversion rates, and earn priceless word-of-mouth marketing. And you will enjoy your job more along the way! In Jeff Shore's groundbreaking new book, *Buying the Experience*, you will learn how to personalize every home, engage buyers emotionally, and deliver experiences that sell.

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Customer Reviews

If your new home sales, this is a must read! Fresh way to look at helping customers get what they want.

Great book. Jeff Shore is the master.

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