

The Real Estate Agent Facade

Wednesday, 21 May 2008

This should not be news to anyone. We all try to make the best impression possible in interviews, first dates, etc. In the world of real estate, many agents work hard on creating the perception that they are a successful agent.

We will discuss how that is often not the case. They can also point to their office or their status as a "Top 1%" agent as a reason to work with them. We put all these ideas under the microscope this week and see what we get!

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