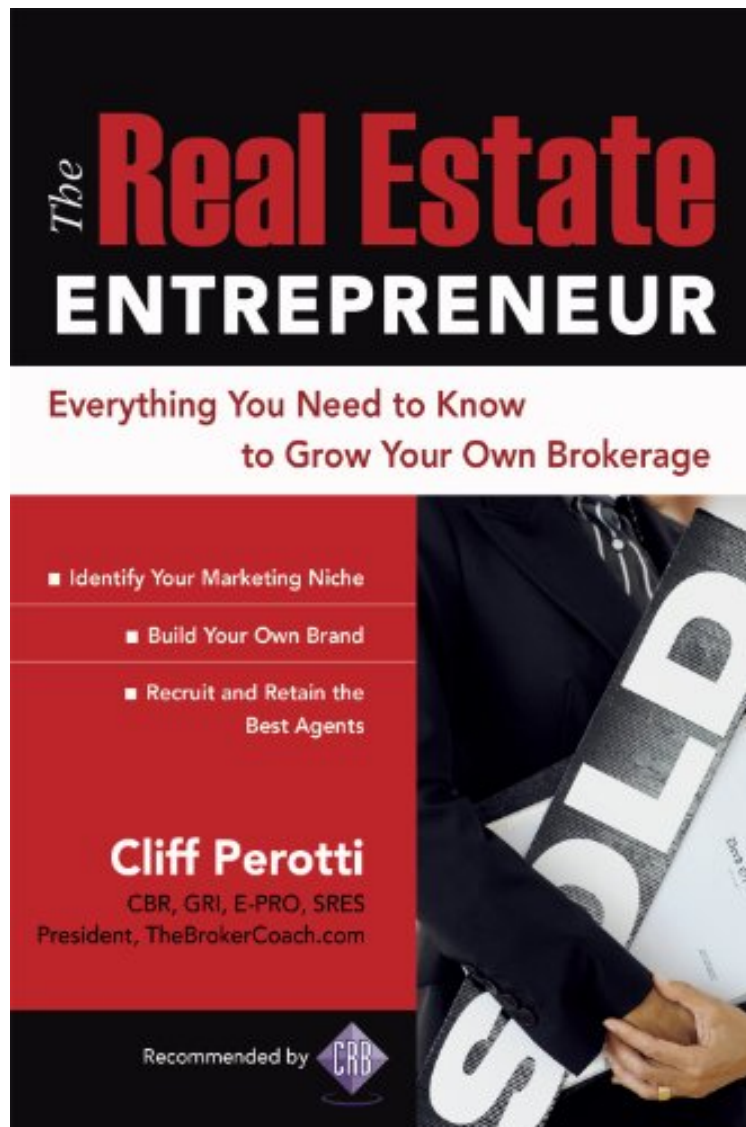


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# The Real Estate Entrepreneur: Everything You Need to Know to Grow Your Own Brokerage

Clifford Perotti

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By Ronda Blacker  
For starters, you have to be wary of an author who has CBR, GRI, E-PRO and SRES after his name. A person will attach to his name such abbreviations when he lacks a university degree to give himself some kind of credibility. I mean, whoever heard of a CBR? GRI? As for the title of the book, it is totally misleading. The book does not provide the nuts and bolts specific to starting and operating a brokerage, instead, the book counsels on what is generally required to operate any business, e.g., the accounting, financial planning, office equipment, compensation planning, franchising, etc. There is one good chapter: Creating a Brand. That is it. The book is so devoid of information relevant to starting a real estate business that I read it in one hour. The book is now in my trash can. Thank you.  
1 of 2 people found the following review helpful. So far, so good!  
By Kim Rogers Maxwell  
I am not finished reading this yet, but so far getting some good info from it. There are no other books I could find that dealt with opening your own brokerage, so the options are very limited. This book focuses a lot growing and recruiting, and my focus is to open a family business, and not to grow it, so I am not using those segments, but it really has been helpful in considering costs, and planning for these types of things. I think it has been worth the read so far!! I

Make the transition from real estate agent to broker-owner and watch your income skyrocket! Endorsed as a Product Partner by the Council of Real Estate Brokerage Managers, *The Real Estate Entrepreneur* covers everything you need to know to launch your own successful real estate company. Drawing upon his two decades of real estate experience, Cliff Perotti covers everything from creating a vision for your company and building your brand to recruiting and training sales associates, and developing a strategic plan for the future. Perotti gives you informed, step-by-step discussions of: The reasons new brokerages fail-and how to avoid making the same mistakes Innovative ways to recruit and retain the best agents Proven methods for identifying your marketing niche and increasing your market share Techniques for structuring compensation plans that motivate without draining profits Tips for increasing visibility and revenue through websites, transaction management software, virtual assistants, and blog marketing Featuring insightful self-assessments, checklists, and exercises throughout, *The Real Estate Entrepreneur* is your hands-on guide to becoming a well-organized, established brokerage owner.

About the Author  
Cliff Perotti, CRB, GRI, E-PRO, SRES, is president of [TheBrokerCoach.com](http://TheBrokerCoach.com) and a national instructor for the Council of Real Estate Brokerage Managers (CRB). A 22-year veteran of the real estate industry, he has been recognized as a top trainer, recruiter, manager, and producer. Perotti actively consults with brokers throughout the U.S., Canada and Mexico. His company has developed several courses and products for brokers, including the Recruiter Paradigm, *Launching a Real Estate Company*, *Developing Leadership in Your Company* and the *Manager's Development Record*. He actively works with the CRB Council in program development and his company is a Product Partner with the Council.