

## **What Customers Want**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

## **10 Best Things About REALTORS®**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## **5 Rules For Selling**

- 1.
- 2.
- 3.
- 4.
- 5.

## **3 Critical Variables In Negotiation**

- 1.
- 2.
- 3.

### **New Thoughts:**

Moment of Truth  
ROE  
Mood of The Move  
Book-End Selling