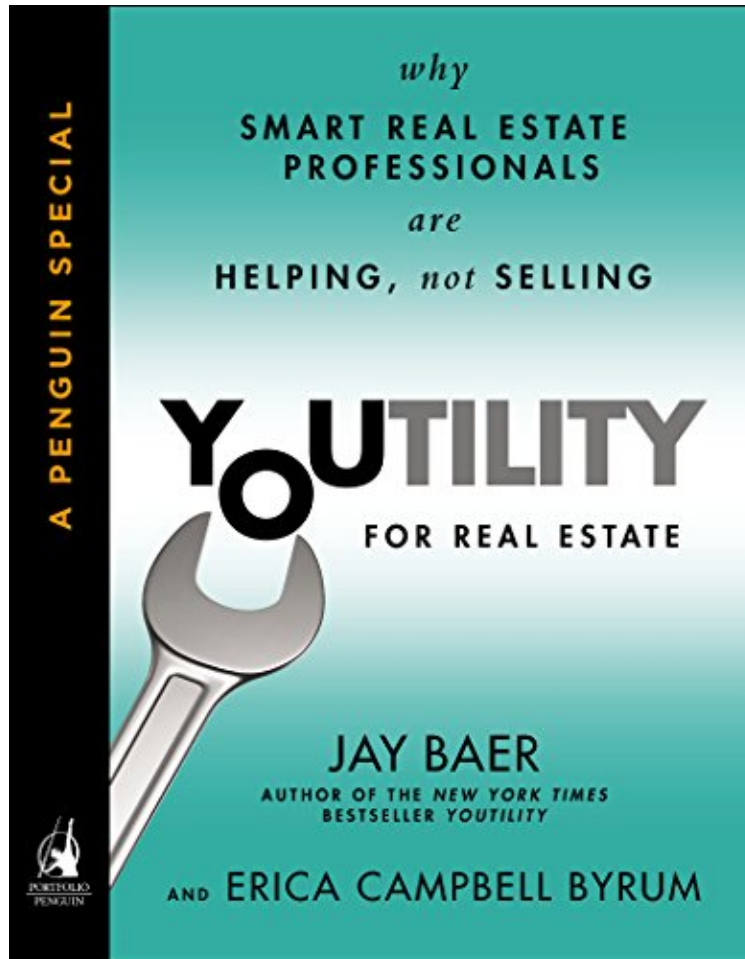


[Download free ebook] Youtility for Real Estate: Why Smart Real Estate Professionals are Helping, Not Selling (A Penguin Special from Portfolio)

## Youtility for Real Estate: Why Smart Real Estate Professionals are Helping, Not Selling (A Penguin Special from Portfolio)

Jay Baer, Erica Campbell Byrum  
ePub | \*DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#392387 in eBooks 2014-11-04 2014-11-04 File Name: B00MNNAOPS | File size: 74.Mb

Jay Baer, Erica Campbell Byrum : Youtility for Real Estate: Why Smart Real Estate Professionals are Helping, Not Selling (A Penguin Special from Portfolio) before purchasing it in order to gage whether or not it would be worth my time, and all praised Youtility for Real Estate: Why Smart Real Estate Professionals are Helping, Not Selling (A Penguin Special from Portfolio):

0 of 0 people found the following review helpful. Applicable far beyond real estateBy Michael GowinI picked this up after hearing Jay interviewed on a content/media marketing podcast. Although targeted at real estate professionals, the book's concepts are applicable to ANYONE in a service business. Use a little imagination and you'll get there.I've not read the "full book" "Youtility" but the ideas presented here are similar to those in John Jantsch's "Duct Tape Marketing." Focus on educating and helping your clients and you'll do a lot less selling. These are sound and proven ways to build your business and should be taken to heart by anyone with a small business.0 of 0 people found the

following review helpful. great read  
By JI am a marketer and I got this book to get a little more in-depth knowledge for a client. I loved Youtility and was excited for the industry specific version. Simple read and it had a lot of actionable steps for real estate professionals. There was a lot of "how did I not think of that..." moments in the book. Definitely recommend for any marketer or real estate professional as well as the original book.  
0 of 0 people found the following review helpful. Great source for improving your outreach  
By CustomerI love this book! It's helped me realize what I already know and give me examples of how to do it. It's a great resource geared toward real estate by relevant in any industry. Highly recommend!

How real estate professionals can build trust and dominate their competition by creating truly useful marketing.  
Youtility, as defined by bestselling author Jay Baer, is marketing that people cherish instead of marketing they simply tolerate. Due to enormous shifts in technology and consumer behavior, customers want a new approach that cuts through the clutter: marketing that is truly, inherently useful. Smart real estate professionals are applying the concepts of Youtility, giving away information and resources for free, to differentiate and dominate by providing real value to clients and prospective clients. The difference between helping and selling is just two letters, but embracing the former makes the latter much, much easier. Meticulously researched and filled with examples of residential and multifamily real estate professionals who have accelerated their businesses enormously by embracing the principles of Youtility marketing, this special e-book provides a groundbreaking plan for using information and helpfulness to transform the relationship between real estate pros and their customers. Based on the New York Times bestseller Youtility, this pithy e-book is a must for marketers in the real estate industry.