

Dear Lisa ,

Thirteen years ago, I was a wet-behind-the-ears real estate licensee, with little clue about how to succeed as a real estate agent. The day I received my license, I was told "Okay . . . now, sell!"

The problem was that I had no clue how to sell. I spent more than six months educating myself, trying to figure out how to make it as a real estate agent.

I've been a successful real estate agent, broker, and educator for many years now. But I don't think that every new licensee should have to travel the hard-knocks path to learn how to be successful. That's why I created *The Basics of Profitability* course package.

- **New licensees: do you, too, wish you were better prepared to build a successful career in real estate?**
- **Brokers: would you like an easy, efficient way to train your newly licensed real estate agents?**
- **Seasoned agents: would you like to brush up on the key elements necessary for a successful, profitable career?**

Then *The Basics of Profitability* course package is for you.

The package is based on a course I use to teach real estate licensees – like you, Lisa – what you need to know to succeed, from marketing your business to effectively reviewing home inspection reports.

Real estate licensees from Oregon to Vermont have already benefited from the live version of *The Basics of Profitability*. Ron Padavich of Re/Max Home Group said "No one should be allowed to practice real estate without taking this class first. The course is practical, hands-on, and provides materials and techniques essential to the professional practice of real estate."

As a part of *The Basics of Profitability* course package, you'll receive:

- **11 audio CDs** (more than 9 hours!), featuring my live lectures on **marketing, listings, the sales process, home inspections**, and the **details of the real estate business** (also available separately)
- A **300+ page manual** offering an even more in-depth look at the topics that I talk about on the audio CDs
- A **list of valuable resources**, which you can use as a reference guide throughout your real estate career
- **More than 50 of the most common forms** you'll need to use as a real estate agent (also available separately)

Now, you too can learn how to build a successful, profitable, rewarding real estate business from the comfort of your own office, with *The Basics of Profitability* course package.

The package includes a lot of the invaluable information that I present in my live course, delivered in the same witty, engaging format that has become my trademark (Celia Simmer of Trapp Real Estate GMAC said "Wow! Inspiring and humorous – not many speakers can encourage and entertain at the same time!").

If you're a broker, you can take advantage of volume discounts and licensing opportunities to provide a cost-effective training solution for your whole team! That's what Shawwna Poindexter plans to do: "One thing I will do after becoming a broker is require my agents to take Karel's course within their first year. No exceptions."

Lisa , set yourself on the path to real estate success! Order *The Basics of Profitability* today at www.karel.com and you'll receive a special discount of \$75 off the retail price.



Wishing you success in your real estate business and beyond,

Karel Murray

Our Branch, Inc.

"Straight Talk"

Office: 866-817-2986

Fax: 319-296-9380

Cell: 319-239-1464

www.karel.com

karel@karel.com

To remove your name from our mailing list, please [click here](#).

