

8 Ways to Make More Money in Real Estate

Many agents overlook that they can increase their profits by working smarter and cutting expenses. Here are eight great strategies to boost your income:



- 1.** Calculate how much you earn per hour
- 2.** Eliminate non-productive opportunity costs.
Carefully track which activities consistently generate leads and which activities generate little, if any, income.
- 3.** Focus on referrals
- 4.** Remember: Profit is always temporary
- 5.** Limit your marketing spend
- 6.** Price listings correctly
- 7.** Have clarity about what your buyers really want
- 8.** Seek customer feedback



SOURCE: Florida Realtors News