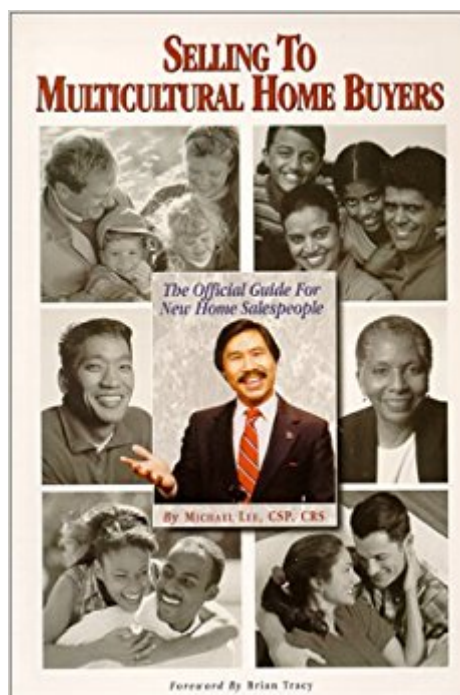


The book was found

Selling To Multicultural Home Buyers (The Official New Home Sales Development System Series Volume 4 New Home Sales Strategies)



Synopsis

The first and only book on the subject of understanding and selling to multicultural new home buyers.

Book Information

Series: The Official New Home Sales Development System Series Volume 4 New Home Sales Strategies

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Customer Reviews

"Thank you for providing such a valuable program to our salespeople." -- Philip C. Gribbons, V.P. Sales & Marketing - Engle Homes, Orlando, FL

Michael Lee has been a real estate sales representative and broker since 1977. Since that time he has sold millions of dollars worth of residential and commercial real estate, as well as new homes and syndications. Mr. Lee is a nationally recognized multicultural expert and consultant who appears regularly on television. Michael is a member of the National Speakers Association and is the first Asian American in history to be awarded the Certified Speaking Professional (CSP) Designation. He has spoken at numerous National Association of Realtors conventions, as well as for Home Builders Associations across the country and recently was a featured presenter on selling new homes to multicultural buyers at The Pacific Coast Builders Conference Western Building Show in San Francisco. Michael is an associate consultant and training facilitator with New Home Specialist Inc., and his real estate clients include: Celebration Homes, BankAmerica Mortgage, Ryland Homes, Fidelity National Title, Centex Homes, GMAC Mortgage, Old Republic Title, Engle

Homes, HomeBanc Mortgage, First American Title, Venture Homes, among many others. Additionally, he also conducts multicultural training in industries outside real estate including automobile sales, public transportation, financial planning and law. He is often called as an Expert Witness in court cases where culture is an issue and has also been an Arbitrator for the American Arbitration Association. His articles on multicultural beliefs have appeared in both state and national publications and he is the author of *Opening Doors: Selling to Multicultural Real Estate Clients*.

Very informative book. Will be exceptionally helpful for my salespeople.

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