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REALTOR BIBLE

For those thinking
about selling
real estate

For incumbent
salespersons
wishing to
do better

Should YOU
Sell Real Estate?

An Honourable Profession Explained

\$24.95

MARTIN DUNN AREINZ

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“Realtor Bible” – A Recruiting Initiative



Martin Dunn, a one-time REINZ Committee member and past Auckland District Vice President of the Institute is proud to be a Real Estate Agent... so proud in fact that he has written a book, “Realtor Bible: An Honourable Profession Explained” to promote Agency.

Dunn wrote the book, he says, to explain Agency to the masses, and partly as an aid for the profession to recruit.

“There is a major issue looming for the profession,” he says seriously, “with the amount of time and money now required for new entrants to enter Agency. I think there is a different target market out there who would suit the profession, but who know nothing about it. Candidates tend to be wild entrepreneurs (like me!) or often “desperados” willing to give it a chance to make the big money. I think there is a far wider range of candidates out there and I hope Realtor Bible will attract them.”

Dunn also describes the book as an aid for “current practitioners wishing to do better.” The book is easy reading and often humorous, especially at the end where he tables, “Some Funny Stories.” It covers all Agency disciplines except farm sales (“which I know nothing about but wish I did!”) and while it is not a selling technique book per se, there are hard hitting chapters that affect the same.

Dunn has been at the top of his profession at Bayleys selling and leasing Commercial Real Estate and also at Barfoot & Thompson in Residential. He set up his own Agency, City Sales 15 years ago which, with 50 staff, has dominated Auckland’s apartment market since. Dunn lives on Auckland’s North Shore and with wife Shelley has four children, one working for the company.

At present Realtor Bible is being marketed directly through City Sales at www.citysales.co.nz. ■

