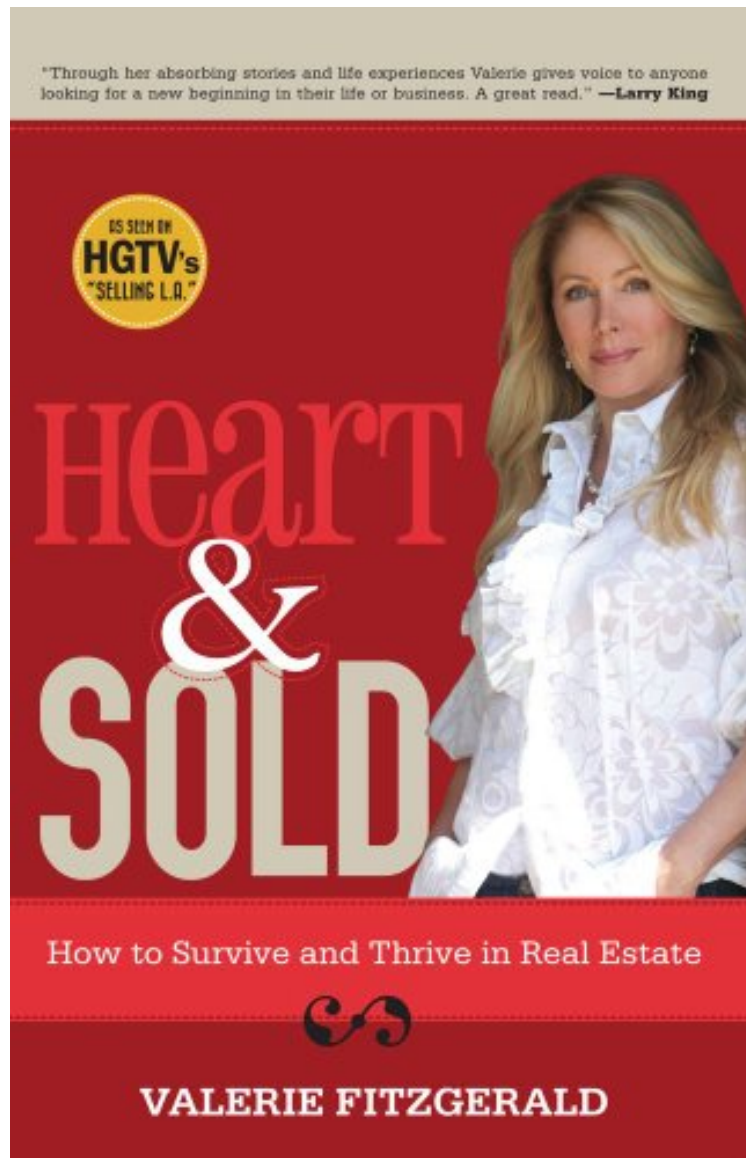


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Heart Sold: How to Survive and Thrive in Real Estate

Valerie Fitzgerald

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Valerie Fitzgerald : Heart Sold: How to Survive and Thrive in Real Estate before purchasing it in order to gage whether or not it would be worth my time, and all praised Heart Sold: How to Survive and Thrive in Real Estate:

0 of 0 people found the following review helpful. Must read for aspiring business womenBy MySongAngelThe first few chapters of this book brought me to tears several times because I can connect with herstory.As for technical, cut and dry advice on succeeding in real estate, I feel like this book was worth reading,but not mind blowing.Where it was invaluable to me was in its inspirational message and the advice she gives on where yourframe of mind should be.Great book. I'm so glad she was willing to share her story.0 of 0 people found the following review helpful.

Inspiring Story By Josh Montgomery Great book. I read it in just a few hours. It's full of Valerie's stories and anecdotes of how she became a successful realtor. Full of advice and interviews with some of her mentors. Not a comprehensive how-to book like Tom Hopkins book. If you get motivated and inspired by other people's stories of success then this book is for you. 0 of 0 people found the following review helpful. Inspirational! By K. Jones Valerie Fitzgerald's book "Heart and Sold" is an inspirational read for anyone and the practical and down to earth advice is priceless. Being newly divorced after 30 years and having to start my life over, reading this book gave me hope and a plan. I have posted it notes on different pages and have photocopied others. I look forward to using the workbook to further my experience. This is a must read!

Heart and Sold is an insightful journey through the emotional and tangible challenges of regaining one's personal power while building and maintaining a successful business -- regardless of the country's economic situation. Valerie Fitzgerald, one of the country's leading real estate agents, candidly recounts her personal journey from unemployed single parent to entrepreneur, philanthropist, and renowned corporate executive. From beginners just getting started in residential real estate to seasoned agents -- or anyone in business looking to take their game to the next level -- this step-by-step guide teaches readers the art of selling. With her personal touch, Fitzgerald shows readers how to manage clients with style, choose the right company and the best mentor, establish a stellar reputation in their field, develop a daily schedule for running a home office, and maintain a successful attitude every day. With all of her tools at their fingertips, readers will also soon be shooting for the stars. Heart and Sold shares the mind-set of a respected businesswoman who gracefully balances the demands of an empire with the intimacy of her family, and is a model for working and living that can be applied to any desire or discipline.

From Publishers Weekly Tales from the residential real estate trenches are complete with attempted tear-jerking from former model Fitzgerald. The author took a running start at selling real estate after leaving behind a violent ex-husband in New York and arriving in L.A. with her infant daughter in tow, with few belongings, no education and no job prospects. After a rocky start, she's grown to be one of the most successful agents for Coldwell Banker. Fitzgerald runs through frustratingly general advice on ambition, leadership, building rapport among would-be clients, navigating a bewildering industry and looking the part of a successful businesswoman. Though Fitzgerald strives for practical advice with cheerful chapter wrapup lessons, interviews with inspirational professionals and practice sales scripts, the advice is disorganized and vague, and the personal-story prose off-putting and melodramatic (My fairy-tale husband and life had shattered on the marble floor like a fallen mirror; razor-sharp shards of glass lacerating my hopes, my dreams, and my heart). Would-be realtors seeking advice would be best off looking elsewhere, as this book tries too hard to be both a memoir and a how-to guide, and thus falls short at both. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Heart and Sold is inspirational for any woman -- or anyone -- struggling to build a business of their own. Valerie's personal triumphs will make you feel like you can do anything." -- Leeza Gibbons About the Author Before Valerie Fitzgerald began her real estate career, she was an unemployed single parent. Yet over the last fifteen years, Valerie Fitzgerald has single-handedly managed to build a multi-million dollar real estate business, establish her own charity foundation, speak around the country at numerous business conventions, appear on television shows like "Entertainment Tonight" and M.T.V's "Cribs," rank among Coldwell Banker's Top 10 agents nationwide, and earn the attention of the Los Angeles Business Journal for the highest sales volume in L.A. County for residential real estate in 2000 (she was also recently nominated for the publication's 13th annual "Women Making a Difference").