

## Building Results for The Housing Industry

### Book Reviews

“In his book, *Building Results*, Bob Hafer has crystallized his considerable expertise into a handbook that new home sales personnel can profit from. This book is loaded with practical applications that the newest rookie or the seasoned veteran can learn. His emphasis on one-on-one selling and the importance of buyer orientation is a worthy backdrop to the essence of closing the sale, which is covered well.”

**Tom Richey, President, Richey Resources**

“GREAT RESULTS FOCUSED BOOK! it shatters the paradigm of structured sales presentations taught by many trainers who have not been in the line of fire in front of today’s sophisticated buyer. As a matter of fact, most of the brand name trainers complicate the process to ensure they can command outrageous fees for patent systems that went out with the Stone Age.”

**Roger Fiehn, President, Roger Fiehn and Associates**

“Having sold for almost 10 years now, I thought I had been exposed to everything I needed to be successful. *Building Results* is new and fresh. Every New Homes Sales person should read this book and be enlightened as I was. This book is insightful, and will help every sales person to be more successful. It is definitely time to start “riding the horse in the direction that it is going”.

**Renee DeSantis, President, Game Film® Consultants**

“*Building Results* spoke to me from the heart. It delivers a message that fire’s me up and beats any other book I have ever read about new home sales - simply the best!”

**Frank Boyd, National Learning Director**

**Good luck and good selling!**

**Robert E. Hafer & Associates • 972-795-5926**