



THE HOME BUILDER

Representing the Interests of the Home Building, Multifamily Construction & Remodeling Industry in North Texas

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HBA members collaborate on book for new home sales professionals

Three long-time HBA members and home-building industry leaders have announced their collaboration on a book they say could revolutionize the traditional new-home sales processes long revered by industry salespeople. Robert E. Hafer, MIRM, principal and founder of Robert E. Hafer & Associates, is the author of *Building Results, The Ultimate How-to Guide for New Home Sales*, released in July by Upper Canyon Road Publishing of Richardson.

The publishing house is the newest venture of Karen Taylor, Dallas journalist turned public relations executive and a well-known name in the real estate industry since the early '80s. She founded Southwest Ink Public Relations. The book was printed by Executive Press whose

co-owner, Tom Sadler, CGA, is treasurer of the HBA.

Bob, Karen and Tom have a combined eight decades of membership in the National Association of Home Builders and have been active in local associations in Texas and Ohio. Bob is former chairman of HBA's Sales & Marketing Council.

Building Results challenges traditional sales principles with a combination of critical path processes, new techniques from Neuro-Linguistics Programming (NLP) and dynamic communications practices from some of the business world's most successful sales and motivational programs.

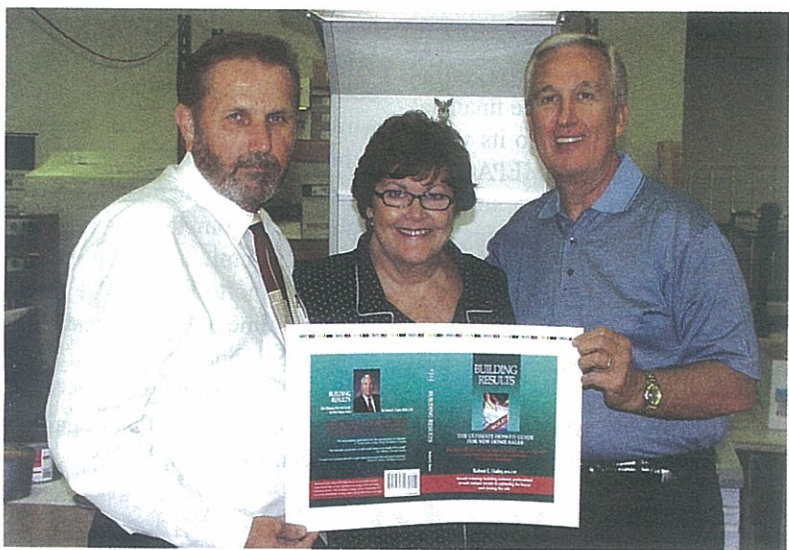
"The final powerful ingredient – NLP – takes sales professionals to the next level in a formula that literally blows the lid off conventional

sales techniques," said Bob. "No one has ever successfully combined these compelling ingredients into one cohesive, comprehensive roadmap to success."

"Upper Canyon Road Publishing was eager to secure the contract for publishing *Building Results*, in large part because of its amazingly effective methodology," Karen added. "Real estate continues to be a major economic engine in the United States, requiring the most cutting-edge techniques available. Testimonials from Bob's students through the years prove that the theories and formulas from *Building Results* not only dramatically change selling careers but also have a profound impact on personal interaction with family, friends, customers and business acquaintances."

Roger Fiehn, long-time building industry trainer and consultant, said this about *Building Results*: "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."

For information on *Building Results* visit www.BOBHAFER.COM, e-mail karen.taylor@southwestink.com or call 972-889-2800.




Dallas author Robert E. Hafer, MIRM, right, previews the newly minted cover of his book – *Building Results, The Ultimate How-To Guide for New Home Sales* – with Tom Sadler, CGA, of Executive Press, and Karen Taylor of Upper Canyon Road Publishing. (Photo by David Jones)



Greater Goodies chocolates help end homelessness

HBA is helping HomeAid beneficiary Samaritan Inn sell its Greater Goodies gourmet chocolates, made by residents of Collin County's only homeless shelter who are learning job skills as part of their plan to become independent. Made with all natural ingredients and no preservatives, the chocolates sell for only \$2 a box and are available at Association offices. Larger quantities are available by calling Wes at 214-592-2790.

So eat a chocolate ... it tastes good and it does good!



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