



111 Ways to Justify Your Commission: Value-Adding Strategies for Real Estate Agents and Brokers

Michael Lee

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Due to the growing threat of discounted real estate services and online competition, the number of real estate transactions completed by traditional professionals is dropping every year. Therefore, real estate professionals today are finding that the basic services of the past no longer are enough to appease the savvy consumer interested in buying or selling a home. The average commission rate dropped 16% from 1991 to 2004 according to industry real estate analyst REAL Trends. Only those agents who learn how to justify their commissions will be paid what they're worth. In 111 Ways to Justify Your Commission, author, real estate broker, and speaker Michael D. Lee arms real estate professionals with new methods of adding value to their services without compromising their livelihoods. Using tips, anecdotes, charts, and figures to outline a proven strategy, this guide provides practical, tangible, and easy-to-follow steps that add tremendous value to a real estate business, allowing real estate professionals to stay competitive in an evolving industry.



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