



Real Estate Marketing: Strategy, Personal Selling, Negotiation, Management, and Ethics

M. Joseph Sirgy

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Real Estate Marketing is specifically designed to educate real estate students with the art and science of the real estate marketing profession.

The ideal textbook for undergraduate and graduate level classes in business school and professional / continuing education programs in Real Estate, this book will also be of interest to professional real estate entrepreneurs looking to boost their knowledge and improve their marketing techniques.

The book is divided into five major parts. Part 1 focuses on introducing students to fundamental concepts of marketing as a business philosophy and strategy. Concepts discussed include strategic analysis, target marketing, and the four elements of the marketing mix: property planning, site selection, pricing of properties, and promotion of properties.

Part 2 focuses on personal selling in real estate. Students will learn the exact process and steps involved in representing real estate buyers and sellers.

Part 3 focuses on negotiations in real estate. How do effective real estate professionals use negotiation approaches such as collaboration, competition, accommodation, and compromise as a direct function of the situation and personalities involved in either buying or selling real estate properties?

Part 4 focuses on human resource management issues such as recruiting and training real estate agents, issues related to performance evaluation, motivation, and compensation, as well as issues related to leadership.

Finally, Part 5 focuses on legal and ethical issues in the real estate industry. Students will learn how to address difficult situations and legal/ethical dilemmas by understanding and applying a variety of legal/ethical tests. Students will also become intimately familiar with the industry's code of ethics.

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