



Clients First: The Two Word Miracle

Joseph Callaway, JoAnn Callaway

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How honesty, competency, and caring will make you rich

Throw out the sales manual. Get off the motivation elevator. *Clients First* is a two word miracle that can change your life. This book outlines a powerful path to riches that authors Joseph and JoAnn Callaway used to sell a billion dollars in real estate in just ten years—a feat never before achieved. Here, they explain the three keys to putting your clients first that helped them create one of the most successful realty firms in the U.S.

Each of the three keys is important and can stand on its own. However, the success you can achieve when following the *Clients First* program can only be reached when all three keys are used in coordination.

- Explains how honesty ensures a strong client relationship
- Details the ways in which competency pervades all aspects of a client's perception of you
- Shows how being a caring individual can win over a client on a personal level

Unlock your potential by putting these to use in your life and your business.

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Linda Christopher:

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