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Intense competition makes intelligent state of the art real estate office management the key not only to success but to survival. *The Real Estate Brokerage Council* produced the first edition of *Real Estate Office Management* for brokers' classes taught by the *Realtor's National Marketing Institute* where it is still required reading.

Highlights of this book include:

- * Leadership, planning, organizing and communicating.
- * Recruiting, agency types, and training.
- * Retaining, motivating, and terminating employees.
- * Record keeping and financial systems.
- * Marketing and utilizing statistical records.
- * Analyzing Real Estate growth patterns.
- * Mergers and acquisitions.

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