



# Heart & Sold: How to Survive and Thrive in Real Estate

*Valerie Fitzgerald*

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# Heart & Sold: How to Survive and Thrive in Real Estate

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## **Heart & Sold: How to Survive and Thrive in Real Estate** Valerie Fitzgerald

*Heart and Sold* is an insightful journey through the emotional and tangible challenges of regaining one's personal power while building and maintaining a successful business -- regardless of the country's economic situation. Valerie Fitzgerald, one of the country's leading real estate agents, candidly recounts her personal journey from unemployed single parent to entrepreneur, philanthropist, and renowned corporate executive.

From beginners just getting started in residential real estate to seasoned agents -- or anyone in business looking to take their game to the next level -- this step-by-step guide teaches readers the art of selling. With her personal touch, Fitzgerald shows readers how to manage clients with style, choose the right company and the best mentor, establish a stellar reputation in their field, develop a daily schedule for running a home office, and maintain a successful attitude every day. With all of her tools at their fingertips, readers will also soon be shooting for the stars. *Heart and Sold* shares the mind-set of a respected businesswoman who gracefully balances the demands of an empire with the intimacy of her family, and is a model for working and living that can be applied to any desire or discipline.

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