

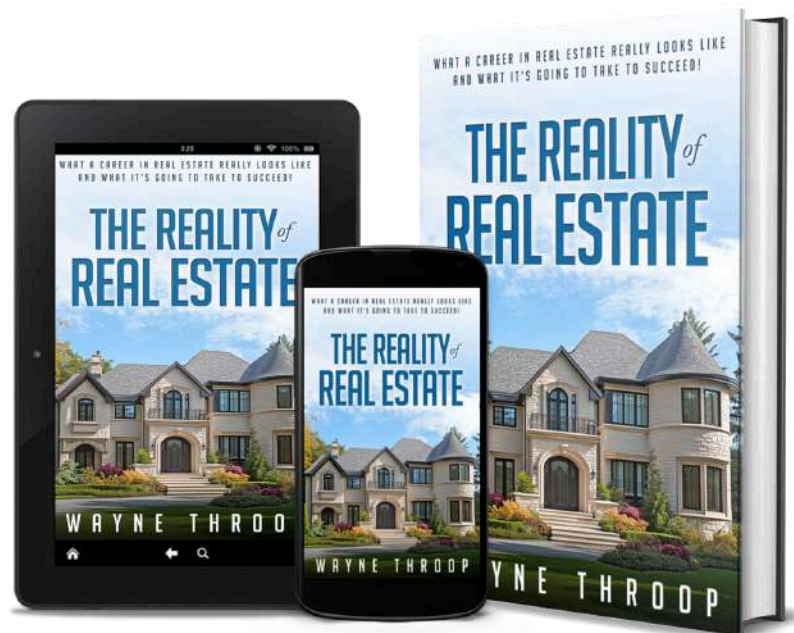
MEDIA KIT

WAYNE THROOP



"Wayne's book is a standout guide for anyone considering a career in real estate. Its honest, straightforward approach provides a realistic view of the profession, while it's clear, concise writing makes it a practical tool for navigating the ups and downs of the real estate world. I would highly recommend this book for anyone looking to gain a true understanding of what it takes to succeed as a realtor."

-**Bill Martin**, Sales Representative, Royal LePage Team Realty



For more information visit his website at: www.waynethroop.com.

<https://getbook.at/realityofrealestate>

Real Estate Broker, Trainer and Business Coach

Wayne



Throop

Wayne Throop is a Real Estate Broker, Training Manager & Business Coach who has been a part of Royal LePage since 2004. Starting as a Sales Representative in 2004 in Ottawa, Ontario, he quickly became one of the company's top REALTORS®.

Between 2004-2010 he was in the Top 5% of Agents in his company across Canada five times earning several sales awards including the Directors Platinum award twice in 2006 & 2007 and then the Diamond Sales award three consecutive years from 2008-2010.

Starting in 2011, Wayne's real estate career shifted from sales to management when he became a Broker/Manager specializing in coaching, training and mentoring new agents. His real estate sales experience proved to be a big asset in ensuring new agents are successful in starting their real estate careers.

In addition to working closely with the newer agents, Wayne does one-on-one coaching with experienced agents and hosts several mastermind groups. He is an award winning Buffini Certified Mentor who was the 2023 Buffini Mentor of the Year. He was voted as the Top Career Coach in Ottawa by Faces Magazine in 2022. He is also a certified trainer with Richard Robbins International.

With his extensive experience in the real estate industry, Wayne is uniquely qualified to help Agents succeed in this challenging career path.



About The Reality of Real Estate

This book has been written for people who are considering a career in real estate sales or for people who have recently started a new career in real estate and just aren't sure what to do to get started. It provides an honest assessment of what a career in real estate looks like behind the scenes and what it is going to take to succeed.

Many people look at real estate as a kind of "fall back" career that brings quick money without a huge investment of time or energy but as we see in this compelling book by real estate broker and business trainer Wayne Throop, the reality is very different.

Succeeding as a real estate salesperson requires resourcefulness, patience, perseverance, and creativity. And, as Wayne shares in this impactful book, it also requires a paradigm shift: you are not just signing up for a "j-o-b" when you get your real estate license, you are starting a small business that could either fail in a year or two or take you to the pinnacle of financial independence. In this "manual of hope" Wayne shares who you need to be, what equipment you need to have, and what actions you must take in order to propel your dream of real estate success into the six-figure range and beyond.

“—

I have read numerous real estate books throughout my career, and this one stands out. It not only helps you assess whether a career in real estate is right for you, but it also serves as a practical, tactical guide. If followed, it will pave the way to a successful career. This book is both a comprehensive real estate guide and a strategic playbook.

- **Richard Robbins**, CEO Richard Robbins International

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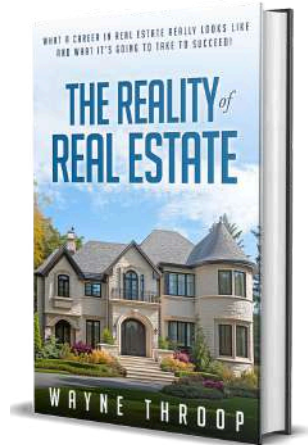
Who Should Read this Book?



- If you are considering a career in real estate sales and would like to know more about what goes on behind the scenes this business
- If you are currently a real estate agent is wondering what they need to focus on to be successful.

Benefits of this Book

This book might just save you thousands of dollars of money wasted by helping you make an informed decision about whether you are a good fit for this industry. The Reality of Real Estate provides an honest assessment of what a career in real estate is really like on a day-to-day basis and what it will take to succeed at the highest levels in this industry.



“

Wayne's book is a Godsend to anyone who is considering a career in real estate, who is looking to re-invigorate their career, or who is just looking to refresh their business.

Real Estate is a business... and you have to treat it like a business! You need a plan... you need direction... you need a budget... you need to surround yourself with positive, like-minded people... you need to succeed!

This book will help you do all of that!

- **Kent Browne**, Broker/Owner/Founder of Royal LePage Team Realty

"I love this book. It brought back so many memories of stories I had forgotten in this crazy business. This book will be a great asset for any new agent or anyone thinking of getting into the Real Estate industry. Well done, Wayne!"

- **Rocco Manfredi**

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Book Excerpt

Most people seem to think all real estate agents make a lot of money. Not exactly true. Would you believe the average real estate salesperson is possibly earning less than the person working in the drive-thru at your favorite fast-food restaurant? How is that even possible? If you'd like to learn more about what really goes on behind the scenes and what it is going to take to thrive and succeed long-term in the real estate business, this book is for you.

Many people who know me may be a bit surprised that I've written a book, although I've been thinking about doing this for many years and have even mentioned it to a few of my friends and colleagues recently. As I write this book, I am feeling a little bit vulnerable as I reveal a side of myself I've kept very private and shared with very few people.

But despite my hesitation, the idea of writing this book just wouldn't go away. The challenge (or roadblock) was always: what exactly would I write about? How would I structure it and who would care to read it? I think what stopped me, was that I just wasn't confident in how I should deliver my message.

To this point, I've always treated my personal and professional development journey as a confidential quest, and I was reluctant to share what I was doing with anyone. I didn't want to listen to those well-meaning people who might try to discourage me. You know, those negative Nellies who think personal growth is just airy-fairy, fluffy stuff for people who have too much free time on their hands. They see it as a big waste of time. They believe we should be pouring more of ourselves into our daily lives and working longer and harder at our jobs... not wasting time, working on ourselves. Now, don't get me wrong, I am not suggesting those things are not important. Of course they are.

Obviously, the basic day-to-day activities we all have to take care of are important and you need to deal with them. I am a big believer in giving 100% to your career but that doesn't need to consume us. And it doesn't have to be one or the other, it can be "both... and....". In fact, I believe you can't separate the two even if you try to. My philosophy is that we need to learn more to earn more! I think entrepreneur and motivational speaker Jim Rohn said it best: "Work harder on yourself than you do on your job, and you'll go from making a living to making a fortune!"

The purpose of this book is two-fold. First, I want to help people who may be considering a career in Real Estate sales but who just aren't sure what is involved and whether they would be a good fit for this type of career. I am about to provide an honest assessment of what a career in real estate looks like behind the scenes. Secondly, I will share from my own personal experiences exactly what I believe it takes to be a successful REALTOR®—and potentially make it to the top of this industry.

Podcast and Media Conversation Starters

Can you describe your book in a few sentences?

What is the primary message you want to deliver?

Who is your target audience for this book, and why?

What is the main message you hope readers take away from your book?

Please tell us about your background and how you came to write this book.

Can you share a bit about your writing process? How did you approach the task of writing?

What advice would you give to aspiring writers who wish to publish their first book?

What were some of the biggest challenges you face while writing this book?

Who are your mentors who influenced you the most in writing?

What has been the most rewarding part of writing this book?

What are your future plans? Are there more books in the works?

How do you plan to market and promote your book?

"Wayne provides the key ingredients for what it takes to launch and develop a successful career in real estate. Weaving personal anecdotes with his knowledge and experience, Wayne offers a comprehensive guide to not only operate in the business, but to thrive."

-**Victoria Theriault**, Certified DISC, GIA & TEIQue Analyst, Certified Team Facilitator

"Welcome to the world of Real Estate! Wayne shares his hard-earned wisdom in a thorough, down-to-earth way helping you decide if the Real Estate game is right for you. If you are considering it, read this first! If you decide to jump in, save yourself many years and dollars by following his guidance to WIN."

- **Jaime Nowak**

Quotes

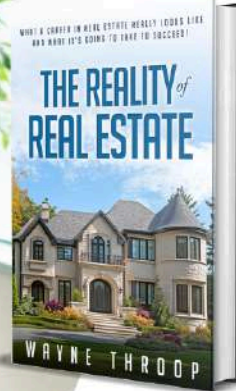
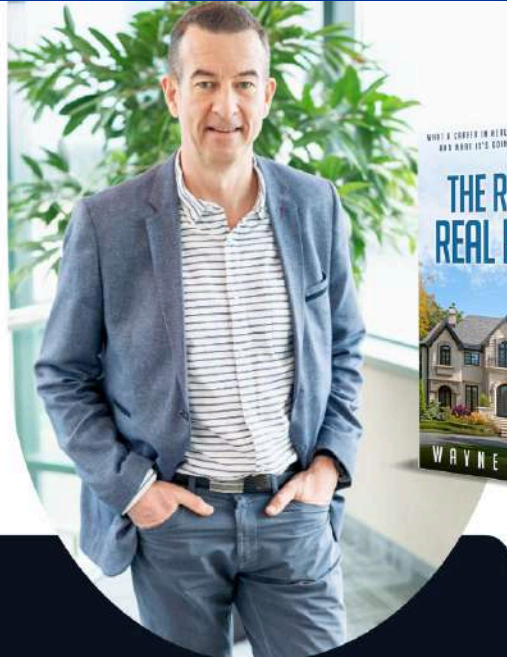
Considering a Career in Real Estate?

I want to help people who may be considering a career in Real Estate sales but who just aren't sure what is involved and whether they would be a good fit for this type of career.

I provide an honest assessment of what a career in real estate looks like behind the scenes.

Get Your Copy Today!

Wayne Throop



WWW.WAYNETHROOP.COM

REAL ESTATE

Getting into real estate is like jumping into the deep end of a pool and not knowing if you can swim.

It requires commitment. If you dive in and discover you can't swim, you'll either figure it out or you'll drown.

There really is no "giving real estate a try." You're either all in or you're not in at all.

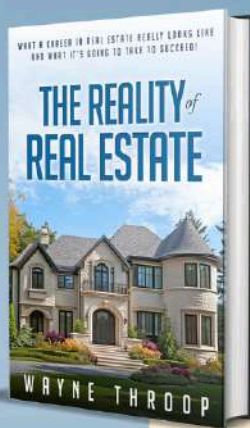
GRAB YOUR COPY TODAY!



IS A CAREER IN REAL ESTATE RIGHT FOR YOU?

More than 80% of new real estate agents don't make it past three years. Of those who quit, probably more than half of them should have never started in the first place!

—Wayne Throop



Quotes



REAL ESTATE IS NO "PART TIME" CAREER!

Success in the Real Estate industry requires a full-time commitment!

—Wayne Throop



Character Qualities: The Attitude and Personality of the Ideal Real Estate Representative

If you can imagine what you would like to do in your mind and feel it in your heart, you can achieve anything you desire.

—Wayne Throop



- ☒ 4 Bedrooms
- ☒ Swimming pool
- ☒ 2 Bathroom
- ☒ Kitchen
- ☒ Carport
- ☒ Garden

FIVE THINGS YOU NEED TO BE GOOD AT..

Success in real estate sales doesn't just happen by accident.
It is going to require skills!

—Wayne Throop

ORGANIZATIONAL SKILLS

MARKETING

PLANNING

CREATIVITY

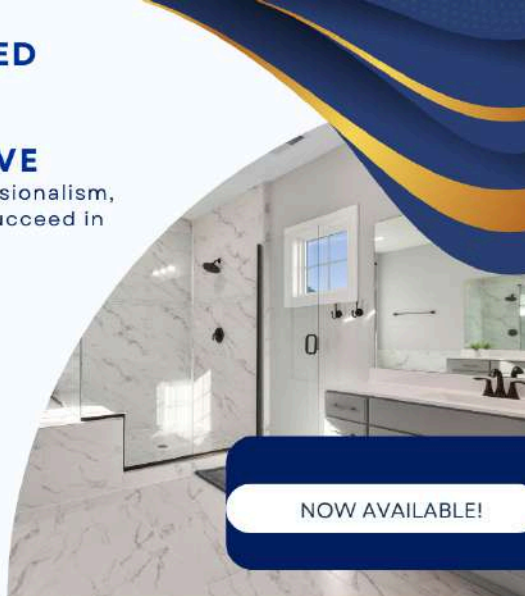
LEADERSHIP



THE IDENTITY SHIFT INVOLVED IN BECOMING A GREAT REAL ESTATE REPRESENTATIVE

It's going to take patience, persistence, professionalism,
and a lot of good old-fashioned hard work to succeed in
the real estate business!

—Wayne Throop



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Many people are lured into the
real estate business by the
promises of being their own boss,
working flexible hours, and having
unlimited income potential.

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Free 20-minute Business Coaching Consultation

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