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REAL ESTATE BUSINESS COACH BOB CORCORAN PENS HIS FIRST BOOK -- Make a Commitment: Soar to Success in Real Estate

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Swansea, Ill., February 20, 2008 – Why would anyone write a book for residential real estate professionals during what housing experts are calling “one of the worst real estate markets in a decade”? Author, national speaker and real estate business coach Bob Corcoran says his timing is perfect!

“This is one of the best times to be in the real estate industry. Life can throw us curveballs at times: stout competition, topsy-turvy markets, tight mortgage lending; the list grows longer every day. Your attitude about things out of your control gives you the power to change your business, your life and all the circumstances surrounding you,” says Corcoran with enthusiasm. “Commitment is the stuff character is made of -- the power to change the face of things and a daily triumph of integrity over skepticism.”

Corcoran’s new book, *Make A Commitment: Soar to Success in Real Estate* (ISBN 978-0-978854-4-1 and available on his online store at www.CorcoranCoaching.com for \$19.95), is jammed pack with advice from his 20 years of coaching hundreds of real estate professionals worldwide. Among these clients include six who were named in the top 50 of America’s leading 200 real estate professionals, out of 1.2 million agents nationwide, by the Wall Street Journal, REAL Trends and *lore Magazine* (www.lore magazine.com).

This is what three of these top real estate professionals are saying about utilizing the business systems and methods outlined in Bob’s new book:

“What a year we are having so far. It keeps us focused on the team’s priorities. Thanks for your guidance, I know it will only get better! You’re the BEST.”

-- **Jean Shine, The Shine Team Coldwell Banker, Harker Heights, Texas**

“I experienced a 235% increase in my net income in only year. I want to thank you for your fabulous coaching and mentoring of my buyer agents and for the vision and direction to stay focused.”

-- **Lisa Burridge, Burridge Team, Casper, Wyoming**

“What an amazing experience. It was the best decision I made to take my business to the next level. We now see the future is limitless.”

-- **Chad Goldwasser, Keller Williams, Austin, Texas**

The nearly 200-page *Make A Commitment: Soar to Success in Real Estate* is divided into four key areas for a real estate professional: Personal, Business, Team Building and Sales. This is a “working document” for at the end of each chapter is a slot for the real estate professional to write in a deadline for his/her “Make A Commitment” in a specific area. For example in the Sales section there is a chapter on converting more prospects into clients, and the “Make A Commitment” at the end of the chapter is “I will know my conversion rates, practice my scripts and understand the goal is to turn time guzzlers into buying clients!”

Corcoran Consulting & CoachingSM (www.CorcoranCoaching.com) is an international consulting and coaching company that specializes in performance coaching and the implementation of sound business systems into the broker or agent’s existing practice. Corcoran Consulting is headed by Bob Corcoran; a national recognized leader, speaker and author in the residential and commercial real estate marketplace.

To find out more about Corcoran Consulting & CoachingSM, call 1-800-957-8353.

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