

Real Estate Photography For Everybody: Boost Your Sales With Any Camera

The Classic Guide to Real Estate Investing—Updated for a Re-energized Industry! Real estate is once again a great investment, and this bestselling guide provides everything you need to know to get in now and make your fortune. What Every Real Estate Investor Needs to Know About Cash Flow removes the guesswork from investing in real estate by teaching you how to crunch numbers like a pro, so you can confidently judge a property’s value and ensure it provides long-term returns. Real estate expert, Frank Gallinelli has added new, detailed investment case studies, while maintaining the essentials that have made his book a staple among serious investors. Learn how to measure critical aspects of real estate investments, including: Discounted Cash Flow Net Present Value Capitalization Rate Cash-on-Cash Return Net Operating Income Internal Rate of Return Profitability Index Return on Equity Whether you’re just beginning in real estate investing or you’re a seasoned professional, What Every Real Estate Investor Needs to Know About Cash Flow has what you need to make sure you take the smartest approach for your next investment using proven calculations.

At a look at one of the world’s most successful real estate companies RE/MAX was founded over 30 years ago in Denver, Colorado, based upon a revolutionary idea for a new system of selling real estate. Since then, RE/MAX has experienced over 380 straight months of explosive growth. In Everybody Wins, authors Phil Harkins and Keith Hollihan reveal how RE/MAX has achieved such phenomenal success by examining the company’s strategy, culture, and leadership. Harkins— with the full cooperation of RE/MAX — led a research team that closely studied RE/MAX as well as comparable fast-growing companies. The team observed critical meetings, attended conventions, dug through historical archives, and conducted extensive interviews with more than 50 key RE/MAX leaders. The outcome is an insightful and engaging account of one of the world’s most successful companies. Order your copy today. The nation’s #1 real estate broker and star of Bravo’s Million Dollar Listing New York shares his secrets for superstar success and getting what you want out of life—no matter who you are or what you do. Ten years ago, Fredrik Eklund moved to New York City from his native Sweden with nothing but a pair of worn-out sneakers and a dream: to make it big in the city that never sleeps. Since then, he’s become the top seller in the most competitive real estate market on the planet, brokering multimillion-dollar deals for celebrities, selling out properties all over the city, and charming audiences around the world as one of the stars of the hit Bravo series Million Dollar Listing New York. Now, for the first time, Fredrik shares his secrets so that anyone can find success doing what they love. According to Fredrik, even if you don’t consider yourself a salesperson, you’ve been in sales your whole life because every day you are selling your most important asset: yourself. Whenever you influence, persuade or convince someone to give you something in exchange for what you’ve got—whether it’s a luxury home, a great idea at work, or your profile on Match.com—you are selling. And if you know how to sell the right way, you can live your dream. That is what The Sell is all about. Blending personal stories, hilarious anecdotes, and the expertise he’s gained from his meteoric rise, Fredrik has written the modern guide on becoming successful, a book that tells you how to recognize and cultivate your true talents and make the ultimate sell. From the importance of being your most authentic self to looking like a million bucks even if you don’t have a million bucks (yet!), he shows how intangible factors like personality and charm can get you noticed and make you shine. He also shares his tips and tricks for preparing, persuading, and negotiating so that in any of life’s dealings, you’ll come out a winner. Whether you work on Wall Street or at Wal-Mart, aim to become the top seller at your company or want to impress a first date, The Sell will help you have more personal and professional success, lead a rich and fulfilling life, and have fun along the way.

The Business of Real Estate Photography

Nomad

Design, Profits, and Community

Advertising & Selling

Real Estate Photography: Master Bathrooms

The Private Investigator Handbook

The Wedding Tree

*Do you want to learn how to make money with real estate photography? This book has got all the answers about what it takes to do professional real estate photography. It provides guides that you ready to shoot real estate photography in only 14 days. Don't wait any longer, quit your boring day job, or just make some nice extra income on the side. Real estate photography is never boring, and it is a different adventure every day. You'll get to work with dynamic realtors and friendly homeowners. This book will open everything from the right equipment to shooting and processing the pictures, they include: * Choosing your equipment * Getting prepared for the shoot * Shooting the property * Processing the pictures * Delivering the final product * Much, much more!*

Architectural photography is more than simply choosing a subject and pressing the shutter-release button; it's more than just documenting a project. An architectural photograph shows the form and appeal of a building far better than any other medium. With the advent of the digital photographic workflow, architects, real estate firms, and interior designers are discovering exciting new opportunities to present and market their work. But what are the ingredients for a successful architectural photograph? What equipment do you need? How can you improve your images in the digital darkroom? Why does a building look different in reality than it does in a photograph? In this book you will find the answers to these questions and much more. Author Adrian Schults—an architect and photographer by training—uses real-world projects to teach you how to: • Capture outstanding images of buildings, inside and out • Choose the right equipment and use it effectively • Compose architectural shots • Work with ambient and artificial light • Process images in an efficient workflow based on Adobe Photoshop and other tools This book is a step-by-step guide to architectural photography for both the aspiring amateur photographer interested in architectural photography and the professional photographer who wants to expand his skills in this domain. Moreover, architects themselves will find this book motivating and inspiring. This third edition has been extensively revised and includes nearly 100 new images and illustrations. Updates include information on topics such as: - Photographic technology, including digital cameras, lens quality and construction, and large-format cameras - Shooting techniques - The real life of a professional architectural photographer - Traveling - Analog to digital shooting - Stadium photography - Image Processing, including screenshots from the latest image-processing software such as Adobe Photoshop CC With this book, you'll learn a variety of creative tips, tricks, and guidelines for making the perfect architectural image.

Although we have been successful in our careers, they have not turned out quite as we expected. We both have changed positions several times-for all the right reasons-but there are no pension plans vesting on our behalf. Our retirement funds are growing only through our individual contributions. Michael and I have a wonderful marriage with three great children. As I write this, two are in college and one is just beginning high school. We have spent a fortune making sure our children have received the best education available. One day in 1996, one of my children came home disillusioned with school. He was bored and tired of studying. "Why should I put time into studying subjects I will never use in real life?" he protested. Without thinking, I responded, "Because if you don't get good grades, you won't get into college." "Regardless of whether I go to college," he replied, "I'm going to be rich."

Everybody's Business

A True Manhattan Real Estate Nightmare with a Silver Lining

Woman's Home Companion

How Real Estate Developers Think

Rich Dad, Poor Dad

Secrets of Great Portrait Photography

American Business

A Best Book of 2021 by NPR and Esquire From Kijih Nesteroff: [the human encyclopedia of comedy] (VICE), comes the important and underappreciated story of Native Americans and comedy. It was one of the most reliable jokes in Charlie Hillis stand-up routine: [My people are from Wisconsin. We used to be from New York. We had a little real estate problem.] In We Had a Little Real Estate Problem, acclaimed comedy historian Kijih Nesteroff focuses on one of comedy’s most significant and little-known stories: how, despite having been denied representation in the entertainment industry, Native Americans have influenced and advanced the art form. The account begins in the late 1880s, when Native Americans were forced to tour in wild west shows as an alternative to prison. (One modern comedian said it was as if a Guantanamo detainee suddenly had to appear on X-Factor.) This is followed by a detailed look at the life and work of seminal figures such as Cherokee humorist Will Rogers and Hill, who in the 1970s was the first Native American comedian to appear The Tonight Show. Also profiled are several contemporary comedians, including Jonny Roberts, a social worker from the Red Lake Nation who drives five hours to the closest comedy club to pursue his stand-up dreams; Kiowa-Apache comic Adrienne Chalepah, who formed the touring group the Native Ladies of Comedy; and the 1491s, a sketch troupe whose satire is smashing stereotypes to critical acclaim. As Ryan Red Corn, the Osage member of the 1491s, says: [The American narrative dictates that Indians are supposed to be sad. It's not really true and it's not indicative of the community experience itself.] Laughter and joy is very much a part of Native culture. Featuring dozens of original interviews and the exhaustive research that is Nesteroff’s trademark, We Had a Little Real Estate Problem is a powerful tribute to a neglected legacy.

Photographs of contemporary Veles are intertwined with fragments from an archaeological discovery also called ‘the Book of Veles’ -- a cryptic collection of 40 ‘ancient’ wooden boards discovered in Russia in 1919, written in a proto-Slavic language. It was claimed to be a history of the Slavic people and the god Veles himself—the pre-Christian Slavic god of mischief, chaos and deception

From gear to editing, composition, lighting, settings, techniques and more, real estate photographer Nathan Cool provides a comprehensive guide for shooting high-quality interior real estate photography from start to finish. Learn how to not just take, but also “make” great real estate interior photos with an efficient workflow and cost-effective tools to speed up your shooting and editing processes. With over 70 color images showing real-world examples, screen shots and diagrams, you’ll learn the principles that Nathan Cool and many other professional real estate photographers apply to their work. Far from being a dry academic tome, this book shows practical techniques that prove profitable for a real estate photography business. See how you can stand out from today’s crowd of camera clickers and show clients you charge like a pro because you shoot like one.

iPhone Photography for Everybody

We Had a Little Real Estate Problem

The Story and Lessons Behind REMAX

Shooting The Property

The Weekly Magazine for the Professional Photographer

How to Create A Real Estate Photography Business: Real Estate Photography

A book aimed at improving the effectiveness of sales personnel. She urges them to bring their authentic selves to the table and start to reorganize their sales program to bring honesty and knowledge to their career. She also gives tips on using modern technology in selling, such as using social media.

Subtitle on cover: Boost your sales with any camera.

Despite the statistics, any organization can be sustained. How? By imagining the smallest step with the biggest payoff, and then choosing that one step. This primer helps you imagine ways to free everybody in your organization to do just that, by making it everybody's business to know and grow the enterprise. Industrial and organizational psychologist Dr. Marta Wilson and her team of experts show how leaders in small businesses, large corporations, government agencies, and military organizations have found their best options by asking this recurring question: What is the smallest step with the biggest return? Wilson believes in the power of asking questions and listening—to customers, employees, suppliers, investors, influencers—as the best way to improve products or services. As the head of your organization, you must initiate dialogue to uncover ideas from each stakeholder's unique vantage point. The short "Ask Yourself" section in each chapter will jump-start your application of the dialogue tools she provides. Through stories and interviews, Everybody's Business delivers a big idea to help you usher in maximum workplace productivity, efficiency, effectiveness, and responsiveness—all of which will result in long-term growth.

A Comprehensive Guide to Starting your own Real Estate Photography Business

All Volunteer

A Novel

Everybody Wins

Everybody's Magazine

Popular Photography - ND

Mastering the Art of Selling Real Estate

Photographing interiors is not as easy as you might think, and it takes a lot of practice to produce consistently strong, high-impact compositions for your clients. Still, there is money to be made in this field, and whether you’re looking to work as a full-time real estate photographer or develop a side-line business, you’ll need to arm yourself to produce client-pleasing photographs. In this book, Ron Castle introduces you to the skills you need to succeed in real estate photography. You’ll gain insight into some basics of the business, and you’ll learn what kind of equipment you’ll need to do the job. You’ll also learn what and what NOT to photograph, work to produce strong compositions, and find suggestions for an efficient and effective post-processing workflow. The later chapters will consist of several sample home shoots. These images and their captions will provide helpful suggestions and perspectives on what a typical “real-world” real estate shoot entails.

In this course, Scott Hargis offers pointers on how to take the all-important master bathroom shot by demonstrating the lighting, composition, and styling techniques behind capturing this space at its best. Learn how to take a portfolio-worthy shot, as well as a glamour shot.

“Michael Gross’s new book ... packs [in] almost as many stones as there are apartments in the building. The Jackie Collins of real estate likes to map expressions of power, money and ego. . . . Even more crammed with billionaires and their exploits than 740 Park” (Penelope Shoen, The New York Times). With two concierge-staffed lobbies, a walnut-lined library, a lavish screening room, a private sixty-seat restaurant offering residents room service, a health club complete with a seventy-foot swimming pool, pet spas, and a \$100 million, and a tenant roster that’s a roll call of business page heroes and villains, Fifteen Central Park West is the most outrageously successful, insanely expensive, titanicly tycoon-stuffed real estate development of the twenty-first century. In this “stunning” (CNN) and “deliciously detailed” (Booklist, starred review) New York Times bestseller, journalist Michael Gross turns his gimlet eye on the new-money wonderland that’s sprung up on the southwest rim of Central Park. Mixing an absorbing business epic with hilariously social comedy, Gross “takes another gossip-laden bite out of the upper crust” (Sam Roberts, The New York Times), which includes Denzel Washington, Sting, Norman Lear, top executives, and Russian and Chinese oligarchs, to name a few. And he recounts the legendary building’s inspired genesis, costly construction, and the flashy international lifestyle it has brought to a once benighted and socially déclassé Manhattan neighborhood. More than just an apartment building, 15CPW represents a massive paradigm shift in the lifestyle of New York’s rich and famous—and is a bellwether of the city’s changing social and financial landscape.

It Is What It Is

What Every Real Estate Investor Needs to Know About Cash Flow... And 36 Other Key Financial Measures, Updated Edition

American Photography

Good Faith

Petersen’s Photographic Magazine

Outrageous Authenticity

The Do-It-Yourself Guide to Protect Yourself, Get Justice, or Get Even

The Good House, by Ann Leary, is funny, poignant, and terrifying. A classic New England tale that lays bare the secrets of one little town, this spirited novel will stay with you long after the story has ended. Hildy God is a townie. A lifelong resident of a small community on the rocky coast of Boston’s North Shore, she knows pretty much everything about everyone. And she’s good at lots of things, too. A successful real-estate broker, mother, and grandmother, her days are full. But her nights have become lonely ever since her daughters, convinced their mother was drinking too much, sent her off to rehab. Now she’s in recovery—more or less. Alone and feeling unjustly persecuted, Hildy finds a friend in Rebecca McAllister, one of the town’s wealthy newcomers. Rebecca is grateful for the friendship and Hildy feels like a person of the world again, as she and Rebecca escape their worries with some harmless gossip and a bottle of wine by the fire—just one of their secrets. But Rebecca is herself the subject of town gossip. When Frank Getchell, an old friend who shares a complicated history with Hildy, tries to warn her away from Rebecca, Hildy attempts to protect her friend from a potential scandal. Soon, however, Hildy is busy trying to protect her own reputation. When a cluster of secrets becomes dangerously entwined, the reckless behavior of one person threatens to expose the other, and this darkly comic novel takes a chilling turn.

Real Estate Photography for EverybodyBoost Your Sales with Any CameraAmherst Media

The Business of Real Estate Photography provides the blueprints to start your own real estate photography business by providing a detailed guide on developing a business strategy and marketing plan, in addition to valuable information on the financial and legal aspects of the business. It assists you in gaining a thorough understanding of the market and includes many useful tips and lessons learned from the author’s own experiences that can save you time and money when establishing and growing your own business. It also includes free templates to help with market research, financial planning and marketing activities. The real estate photography business can be an enjoyable way to earn a living if you have a passion for photography or real estate and wish to enjoy a flexible lifestyle. The barriers to entry are minimal as all you need to get started is a digital SLR, wide-angle lens and a tripod. It is a niche photography discipline that requires knowledge of the real estate business and passion for developing the skills for photographing this type of subject. The book includes many useful tips and lessons from the author based on his own experiences that can save you time and money when growing your business. The book is recommended for people who are planning to start or currently operate a real estate photography business. It is also a good read for those who have a passion for photography and want to start their first business or those who are interested in the business of photography and real estate from a marketing perspective.

Photographic Lighting For Everybody

Boost Your Sales with Any Camera

Landscape Techniques

Techniques for Mastering Light with Any Camera-Including iPhone

A Review for Executives

You Are Your Best Sales Weapon

Cities are always changing: streets, infrastructure, public spaces, and buildings are constantly being built, improved, demolished, and replaced. But even when a new project is designed to improve a community, neighborhood residents often find themselves at odds with the real estate developer who proposes it. Savvy developers are willing to work with residents to allay their concerns and gain public support, but at the same time, a real estate development is a business venture financed by private investors who take significant risks. In How Real Estate Developers Think, Peter Hendee Brown explains the interests, motives, and actions of real estate developers, using case studies to show how the basic principles of development remain the same everywhere even as practices vary based on climate, local culture, and geography. An understanding of what developers do and why they do it will help community members, elected officials, and others participate more productively in the development process in their own communities. Based on interviews with over a hundred people involved in the real estate development business in Chicago, Miami, Portland (Oregon), and the Twin Cities of Minneapolis and St. Paul, How Real Estate Developers Think considers developers from three different perspectives. Brown profiles the careers of individual developers to illustrate the character of the entrepreneur, considers the roles played by innovation, design, marketing, and sales in the production of real estate, and examines the risks and rewards that motivate developers as people. Ultimately, How Real Estate Developers Think portrays developers as creative visionaries who are able to imagine future possibilities for our cities and communities and shows that understanding them will lead to better outcomes for neighbors, communities, and cities.

Deep in a real estate firm’s nightmare and plagued with obstacles, Colin and Pam Rath managed to crawl to safety. It started with obtaining the right from the city to renovate a single-room occupancy rent-controlled “transient hotel” brownstone building and only got worse. From financial problems of a construction project gone haywire, to contractor woes, accidents on the construction site, the disaster of a fraudulently installed foundation, falsified reports, a corrupt and antiquated Department of Buildings, political interference, and numerous lawsuits, their real estate project’s personal residence was foreclosed, leaving them in debt. They continued to hang on to their dreams of Manhattan real estate development and of a global sailing adventure with their children. In a surprising legal development in 2014, their foreclosure was dropped and their multi-million-dollar condo became theirs again.

Chuck Chambers has seen it all in his 22 years as a P.I., working thousands of cases. His hands-on experience and hard-nosed detective work has made him one of the most sought-after private investigators in the business. Here, Chambers shares his insider expertise, with true case histories from his files, tricks of the trade, and step-by-step advice to help readers be able to: - Catch a cheating spouse - Uncover hidden assets, monetary malfeasance, and fraud - Tail and track a mark - Use the Internet to get information on anything and anyone - Protect one’s privacy - Prepare an intelligence file on anyone-on and off line - Find and preserve legal evidence The Private Investigator’s Handbook is as fascinating to read as it is useful for anyone looking to get the undercover legal help they need, and the peace of mind they deserve.

The Sell

The Unheralded Story of Native Americans & Comedy

The Magazine for Office, Store and Factory

Architectural Photography, 3rd Edition

The Saturday Evening Post

House of Outrageous Fortune

Fifteen Central Park West, the World’s Most Powerful Address

In this sexy, bold book, Pulitzer-Prize winning photographer Brian Smith tells the stories behind the photos and lessons learned in 30 years of photographing celebrities and people from all walks of life. Smith’s long list of famous and infamous subjects includes pro basketball players Dwayne Wade and Shaquille O’Neal; billionaires Bill Gates, Richard Branson, and Donald Trump; tennis stars Serena and Venus Williams; actors Anne Hathaway, Antonio Banderas, Christopher Walken, Taye Diggs, Jane Krakowski, and William H. Macy, and many more. You’ll get the inside scoop on what goes on at a celebrity photo shoot in this gorgeous guide to making professional portraits. Smith has mastered how to make a meaningful portrait on a magazine’s schedule, which can sometimes be 15 minutes or less. Smith reveals his tips on connecting with people, finding the perfect location, telling a great story through portraiture, getting the ideal pose, capturing emotion and gestures, arranging unique group shots, and lighting the scene just right. You might not be photographing the rich and famous, but after reading Smith’s tell-all guide, you’ll know how to give everyone who makes their way in front of your camera the star treatment.

National bestselling author Robin Wells weaves a moving epic that stretches from modern-day Louisiana to World War II-era New Orleans and back again in this multigenerational tale of love, loss and redemption. Hope Stevens thinks Wedding Tree, Louisiana, will be the perfect place to sort out her life and all the mistakes she’s made. Plus, it will give her the chance to help her free-spirited grandmother, Adelaide, sort through her things before moving into assisted living. Spending the summer in the quaint town, Hope begins to discover that Adelaide has made some mistakes of her own. And as they go through her belongings, her grandmother recalls the wartime romance that left her torn between two men and haunted by a bone-chilling secret. Now she wants Hope’s help in uncovering the truth before it’s too late. Filled with colorful characters, The Wedding Tree is an emotionally riveting story about passion, shattered dreams, unexpected renewal and forgiveness—not only for others, but for ourselves.

The best camera is the one you have with you. Whether that’s a high-tech DSLR, a consumer point-and-shoot, or simply your SmartPhone, there’s a common denominator that will determine the visual impact of the images you create: the light. Identifying beautiful light (or creating/modifying the light) takes experience, observation, and a knowledge of the fundamentals of lighting. Learning how to visualize the intended image in your mind’s eye and translate that vision onto a two-dimensional plane is, as this book will show, far more important that what device you actually use to record that image. If you have ever looked at an amazing scene or subject but been disappointed by your photos of it—this is the book for you! Through examples and exercises, the author challenges you creatively, starting with the very basics of lighting and building a knowledge base that you can apply to your growth as a photographer at any stage, and with any camera.

Bulletin of Photography

Designing a Home for Escape and Adventure

Business

The Book of Veles

Photo-era

The Secrets of Selling Anything to Anyone

Engaging Your Total Enterprise to Boost Quality, Speed, Savings and Innovation

Photos and profiles of unconventional homes and the unconventional people who live in them—plus “a wealth of practical advice” for aspiring freedom-seekers (Irish Times). A reclusive designer living in a custom tiny house in the middle of the Montana wilderness. A couple who traded their expensive Bay Area apartment for a slip at a nearby marina, where they live on a docked sailboat. A family of five who decided to simplify their lives by moving into a school bus, selling most of their possessions in the process. Nomad features their stories, and many more. From vanifers to boondockers, liveaboards to tiny-house dwellers, these freedom seekers have forged a new way of life for themselves—one that values experiences over things, is environmentally conscious, and is often more budget-friendly than their “rooted” lives ever were. The digital era has made working from an airstream beside a roaring river or running a photography business from a mountaintop a reality for many. This book shows you how, with tours of 26 unconventional homes and the people who live in them, plus all the information you need to make your own off-the-grid dream a reality. Included are chapters on bathroom and storage—two of the most challenging aspects of this lifestyle—plus a comprehensive guide to finding the right home, assessing the cost of renovation, handy products for small spaces, and indispensable resources (including sources for replacement RV parts, portable power solutions, tiny wood stoves, and much more). “Reddington and Richards did a fair bit of wandering on their own for this book—nine road trips to six countries and 11 US states to find, interview and photograph people who come across not so much as running from something as embracing something else—a life less hectic, less cluttered and less destructively obsessed with online stuff...This is a book that will get you thinking.” —Irish Times “Whether a life on the move is for you, or not, the tips offered by these nomads are valuable lessons to all of us struggling with clutter in the ever more confined spaces of our modern homes.” —The Times (U.K.)

Describes the characteristics of a top salesperson, tells how to acquire and maintain listings, and offers practical tips on finding clients, holding effective open houses, establishing a fair price, and closing sales, in an updated guide to the art of real-estate sales. 20,000 first printing.

It’s been said that the best camera is the one you have with you. These days, most of us are fortunate enough to carry a sophisticated pocket-sized camera with us everywhere we go. Yes, the iPhone has made each of us a photographer. In this book, author, photographer, and editor Barbara A. Lynch-Johnt teaches you the basics of photography and how to optimize your iPhone camera’s settings, rely on free and low-cost powerful apps, and hit the open roads to capture creative landscape photographs wherever you go. You’ll learn how to conceptualize the scene to create stronger, more artistic images, how to shoot special interest scenes like sunrise, sunset, snowfall, waterfalls, black & white images, night and low-light photographs, and much more. Illustrate photographers and seasoned pros who are new to iPhone photography will find, with the tips in this book, they are armed and ready to create iPhone landscape art.

The British Journal of Photography

Fully Revised and Updated

Real Estate Photogaphy for Everybody

How to Take and Create Impressive Interior Photos

The Good House

Photography for Real Estate Interiors

Composition, Capture, and Digital Image Processing

Good, Envy, Sex, Property. In her subversively funny and genuinely moving new novel, Jane Smiley nails down several American obsessions with the expertise of a master carpenter. Fortnight, likable Joe Stratford is the kind of local businessman everybody trusts, for good reason. But it's 1982, and even in Joe's small town, values are in upheaval: not just property values, either. Enter Marcus Burns, a would-be master of the universe whose years with the IRS have taught him which rules are meant to be broken. Before long he and Joe are new best friends—and partners in an investment venture so complex that no one may ever understand it. Add to this Joe's roller coaster affair with his mentor's married daughter. The result is as suspenseful and entertaining as any of Jane Smiley's fiction.