# Clients First: The Two Word Miracle

*Joseph Callaway, JoAnn Callaway*
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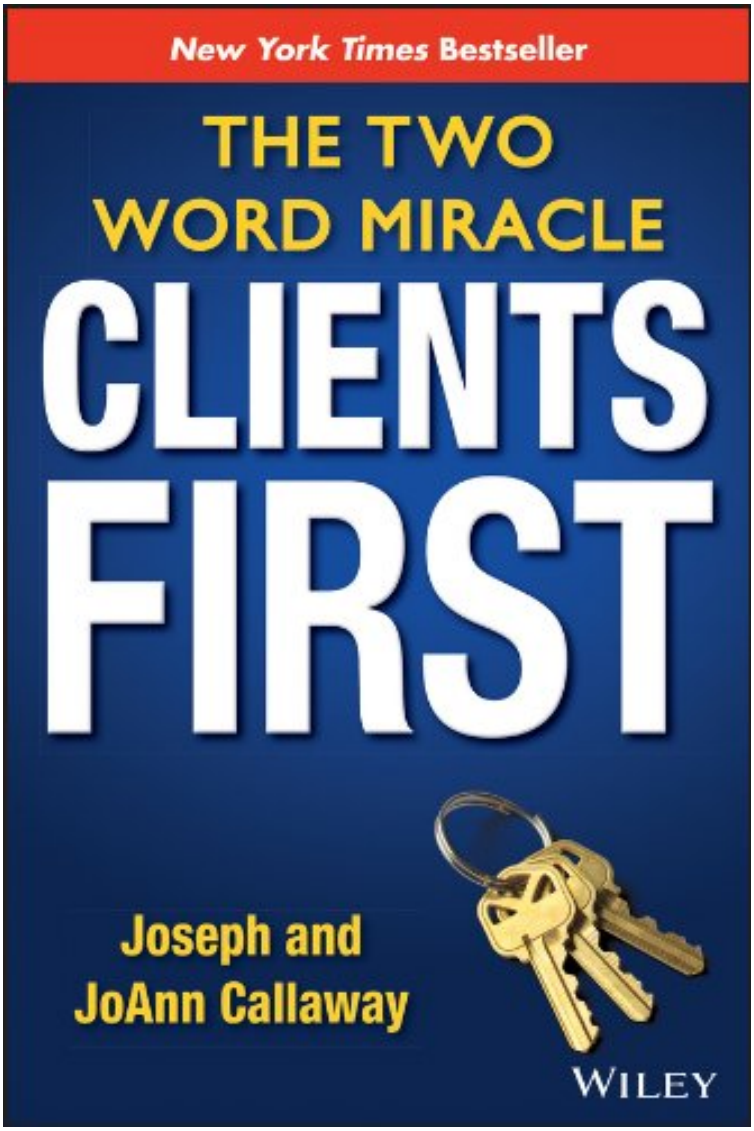


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**Joseph Callaway, JoAnn Callaway : Clients First: The Two Word Miracle** before purchasing it in order to gage whether or not it would be worth my time, and all praised Clients First: The Two Word Miracle:

18 of 18 people found the following review helpful. Waste of moneyBy CustomerThis book has absolutely no content beyond the title. It documents a road trip to a real estate conference and the sights they saw along the way. There is no relevant information about how to put clients first, or why their business is so successful. To save you the purchase price, I will outline what I learned. One, they have a distinct division of labor - one realtor does only virtual tours, another does only signs. This allows for an extremely efficient office. Two, they were willing to lose commission if the deal wasn't right for the client and three, listen to the client. Don't buy this book if you want information.2 of 2

people found the following review helpful. Simply InspiringBy Rachel GularteI began my career with a clear vision about who I was and what my purpose was, however 12 years later, I found myself feeling lost and confused. All too often we hear success stories that imply that the path to success involves complex marketing strategies that can overwhelm us and distract us from what really matters. It's a breath of fresh air to hear how Joseph and JoAnn have found success by being honest, caring and competent. Is it that simple? Doesn't everyone put their clients first? After reading this book you will begin to recognize the difference between the millions of companies who SAY they put Clients First and the very few companies that actually do it. This book has given me a renewed sense of integrity and I strongly recommend it to anyone who draws strength from inspiration.0 of 0 people found the following review helpful. Part Three = ExcellentBy Gr8GretaThis book had a great message overall with anecdotal examples as to the importance of putting clients first, and a small section on how to put clients first, but the first eight chapters (or more) seemed to be redundantly addressing how the authors wrote the book. I recommend just skimming and then focusing on part three.

How honesty, competency, and caring will make you rich Throw out the sales manual. Get off the motivation elevator. Clients First is a two word miracle that can change your life. This book outlines a powerful path to riches that authors Joseph and JoAnn Callaway used to sell a billion dollars in real estate in just ten yearsmdash;a feat never before achieved. Here, they explain the three keys to putting your clients first that helped them create one of the most successful realty firms in the U.S. Each of the three keys is important and can stand on its own. However, the success you can achieve when following the Clients First program can only be reached when all three keys are used in coordination. Explains how honesty ensures a strong client relationship Details the ways in which competency pervades all aspects of a client's perception of you Shows how being a caring individual can win over a client on a personal level Unlock your potential by putting these to use in your life and your business.

From the Inside FlapEvery decade or so, a book comes along that changes our thoughts, our expectations, and the game of business itself. This is Clients First. Halfway through their lives, despite their ambition and drive, Joseph and JoAnn Callaway found themselves broke and no further along than the day they graduated from high school. Then they discovered the two-word miracle, Clients First, and their lives were transformed. In the next ten years, the Callaways sold $1 billion in real estatemdash;a feat never before achieved in such a short time, and made even more remarkable as this period spanned both the real estate bubble and the devastating bustmdash;proving that the Clients First principle works in any market. Through real life stories, Joseph and JoAnn reveal how Clients First can be your two-word miracle. You will learn how three ordinary thingsmdash;honesty, competence, and caringmdash;become the three keys to extraordinary success. You'll read proven advice that shows you: How complete honesty builds unshakable client relationships How total competence exceeds client expectations How unwavering care creates client advocates How to make, speak, and keep the commitment to put your clients first How to get yourself out of the way, control your ego, put faith in others, give to get, let the work be the reward, and much more. Before you finish Clients First, you may find yourself already changed. You will unlock your potential, and life's rewards, by putting Clients First.From the Back CoverPraise for Clients First "This book really hits home with me. I've always said that legendary customer service shouldn't be rocket science. If you treat your clients well, they will become raving fans. They'll come back again and again, sing your praises to their friends, and your sales will multiply. Joseph and JoAnn Callaway get itmdash;and their Clients First philosophy is the reason for their fabulous success. Read Clients First, learn from 'Those Callaways,' and watch your business grow." mdash;KEN BLANCHARD, coauthor of The One Minute Manager and Great Leaders Grow "JoAnn and Joseph have put together practical and powerful real-world information that's going to help you think about your business, your customers, and your life differently. I'd recommend this book to anybody who wants to build a great business and great relationships and live a great life." mdash;BRIAN BUFFINI, author of Work by Referral, Live the Good Life!; Chairman and founder of Buffini Company, leading training and coaching company in North America "Albert Einstein once said, 'It is high time that the ideal of success should be replaced by the ideal of service.' In Clients First, JoAnn and Joseph Callaway demonstrate how living the ideal of service has not only created the great success in their lives . . . but share how you can apply it to create success in your own life. Along the way, you will be entranced by their love story for each other as well as their clients." mdash;SHARON LECHTER, coauthor of Rich Dad, Poor Dad; Three Feet from Gold; and Outwitting the Devil "This wonderful book gives you proven, step-by-step processes to build wonderful client relationships, keep them coming back, and give you an endless chain of good referrals" mdash;BRIAN TRACY, author of The Power of Self ConfidenceAbout the AuthorJOSEPH and JOANN CALLAWAY reached $1 billion in real estate sales in their first ten years, a feat never before achieved. JoAnn has sold over 5,000 homes and speaks to groups from coast to coast.