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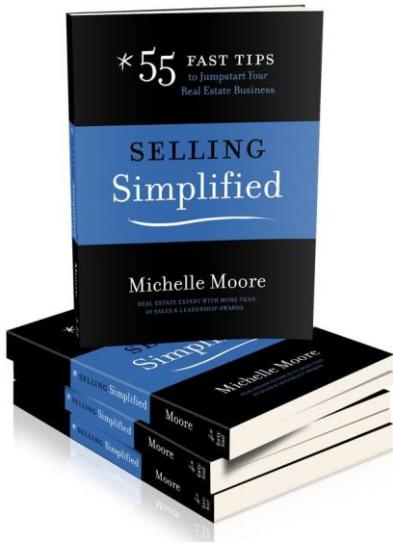
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## **NEW BOOK PUTS THE “REAL” IN REAL ESTATE**

Real Truth, Real Tips and Real-World Wisdom That Will Change the Way You Look At Your Job and Your Life

*“A must-read and must-do for any agent looking to reach optimum performance.”*

~ Bob Schultz, named one of the 50 Most Influential People in home building - *Home Builder Magazine*



(Nashville, TN) – There are only three ways you can be in real estate sales: part-time, full-time, or big-time. Michelle Moore is big-time. With *Selling Simplified* (in stores June 11, 2013), she taps into the heart of what holds people back, whether they’re in real estate, the owner of a small business, or the CEO of a Fortune 500 company.

“You can reject mediocrity and bid farewell to failure by understanding four learning secrets and mastering them,” said Moore. “So many of us have no idea what we’re capable of. We have amazing power within us to reach our highest potential and make our dreams come true.”

While *Selling Simplified*, the book and the separate coaching program, are indispensable resources, they’re far from feel-good fluff. The reader should be prepared to face truths about themselves and the realities of the industry they’ve chosen. “There’s a reason so many fail,” said Moore. “You can attend classes and learn all the terminology of your industry, but all of that is meaningless unless you commit to excellence for you and your clients. You must learn what you don’t know and embrace change by implementing that new knowledge.”

### **About Michelle Moore**

Michelle Moore has earned over 40 sales and leadership awards in her nearly two decades in the real estate industry. Her platform includes training, coaching, inspiring, and motivating real estate agents across the country. Michelle lives in Lebanon, Tennessee, with her husband of twenty years, Jeff Moore, and their two sons, Dillon and Carson.

**On the web:** [www.BeYourTop.com](http://www.BeYourTop.com)

### **MICHELLE MOORE IS AVAILABLE FOR INTERVIEWS**

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