

# Real Estate Sales Expert Cathy Turney to be Featured on CUTV News Radio

CONCORD, CALIFORNIA, USA, November 23, 2016 /EINPresswire.com/ -- Real estate is time intensive and it can be expensive, but if you approach it the right way, you can be highly successful. What other industry can someone with only a high school degree make as much money as a corporate executive? All you need is the drive and the mindset to be successful and you can control your own destiny.

Cathy Turney is the author of *Laugh Your Way to Real Estate Sales Success*. Part memoir, part guidebook, Cathy shares the valuable lessons she's learned over 25 years as a licensed real estate broker and appraiser.

"This book is for real estate agents, WannaBes, UsedToBes and those who love them," says Cathy. "Everybody you talk to either used to be in real estate, or



is considering going into real estate, or knows someone who is in it. This book is a must-read for anyone considering a career change into real estate sales; it can save them a lot of grief. It's the unfiltered real deal."

Cathy is currently the managing partner at Better Homes Realty in Walnut Creek, CA, where she consistently places in the top 10 percent in production among all Realtors nationwide. Cathy says the key to her success has always been her desire to help people.

"Real estate is not selling. It's educating," says Cathy. "You have to earn their trust. I'll talk my clients out of buying houses. I want them to be happy with the home they buy and feel good about the decision."

It's a known fact that 80 percent of individuals who enter the real estate business quit within two years. *Laugh Your Way to Real Estate Sales Success* offers a humorous exposé on the real estate sales business with lots of teaching moments.

"I had a lot to get off my chest," Cathy laughs. "Writing is therapeutic, but nobody wants to read a litany of complaints. You have to make it helpful. This job requires a sense of humor so I made it humorous. You can always make light of a situation and laugh about it. It makes clients feel better; it

makes it easier to work with other agents. Keep things upbeat and positive.”

And the critics agree. Octavio Nuiry, managing editor of Housing News Report said, “If you read only one real estate book, whether you are a seasoned real estate agent or new to the industry, this is the book for you. It shows — in a funny and disarming way — how homes are bought and sold, and the humorous underbelly of a very serious business.”

CUTV News Radio will feature Cathy Turney in an interview with Doug Llewelyn on November 25th at 1pm EST and with Jim Masters on December 2nd at 1pm EST.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Cathy Turney, visit <http://www.cathyturneywrites.com>

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*Cathy Turney*

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