

Top Philadelphia Real Estate Agent Releases New Book: SOLD! Listing To Closing

John Salkowski, broker/owner of the King of Prussia-based JRS Realty Group, is set to release – SOLD! Listing to Closing – nationwide Sept. 22.

PHILADELPHIA, PA, UNITED STATES, September 19, 2017 /EINPresswire.com/ -- A nationally recognized real estate professional has put paper-to-pen to help home sellers manage the twists and turns of an ever-changing Philadelphia real estate market.

[John Salkowski](#), broker/owner of the King of Prussia-based JRS Realty Group, is set to release – SOLD! Listing to Closing – nationwide Sept. 22.

The book, which is Salkowski's third, will cover current and relevant real estate topics such as pricing trends and the economy, the difference between individual agents compared to a team structure, home improvements to make and avoid, as well as what sellers need to know about closing.



John Salkowski Celebrates the release of his latest book on September 22

Recognized among the top 1 percent of Realtors in the nation and Philadelphia Magazine for client satisfaction and customer service Salkowski indicates that sellers, now more than ever need this information.

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John Salkowski

“When I first developed the idea for this book, I felt that those looking to sell their home needed the latest trends in our market,” he said. “I also believed there was a need for basic, how-to information that will take them from – listing to closing. I'm happy to say this book does that.”

Salkowski's road to real estate success didn't happen overnight. After 15 years as a police officer, he wanted to find a profession where he could have more control over his day-to-day activities.

“The reason I made the switch to real estate was due to my entrepreneurial spirit and strong desire to

impact and touch the lives of thousands,” he said. “I have been on my own and working since I was 13 – from cutting lawns to snow shoveling. While my friends were out swimming, sledding and having snowball fights I was working. Being an entrepreneur is in my DNA. I have always loved real estate. Ever since I can remember it was a dream of mine to have my own home. Real estate was a natural fit.”

As a national leader in the industry, Salkowski keeps a close eye on prevailing trends in the local and national markets. In particular, he laments some of the negative effects the increase in technology use is having on the industry.

“We have a more educated consumer than we’ve ever had before,” he said. “Unfortunately, many people believe they can do everything on their own, but that’s just not the case. My philosophy is there are certain things you hire a professional to do and I strongly believe selling a home falls into that category. It is definitely one of the largest transactions you will ever make - both emotionally and financially. It deserves a special type of attention only a professional can deliver.”

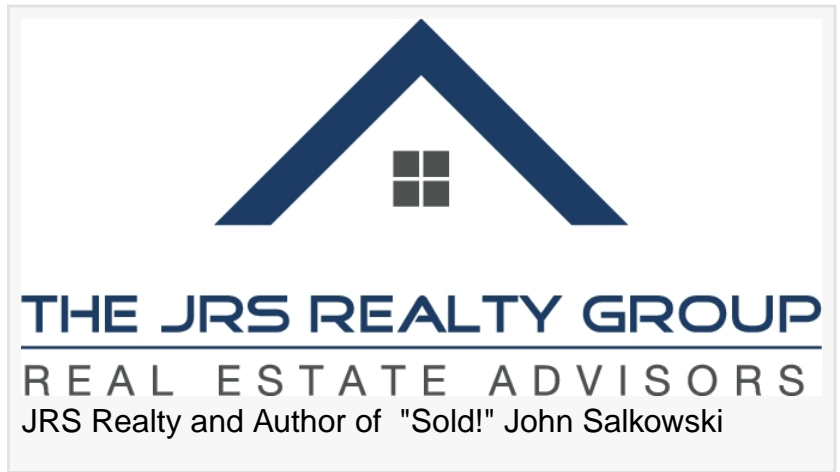
Being able to deliver means staying up-to-date on a constantly changing Philadelphia market. Salkowski regularly attends conferences and seminars nationwide to find unique buyer and seller programs. His growth has not gone unnoticed, as he [gains follows online](#) and is regularly invited to speak and share his expertise to other real estate professionals and leadership experts around the country.

“My goal is to help the consumer understand the home selling/buying process,” he said. “It can be a very emotional experience. I’ve heard from so many frustrated sellers who were unsuccessful in selling their homes the first time they placed it on the market. To solve the problem of dissatisfied sellers were experiencing, I felt it was time to write this book to respond to their concerns. I have always followed the premise that what goes around, comes around. This book is just another extension of my desire to leave those lives I touch in a better place. Regardless, if the consumer uses our services or not, it is my passion to have touched them in a way that builds trust first, business second.”

About John Salkowski

John Salkowski is the founder, president and broker/owner of [The JRS Realty Group](#) in King of Prussia, Pennsylvania. A best-selling author and sought-after guest speaker, he has been recognized among the top 1 percent of Realtors in the nation and in Philadelphia Magazine for customer service and client satisfaction.

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