One-Day Sale of Three Top Real Estate Books on Sept. 30 to Benefit Wounded Warrior Project

Real estate industry books from Greg Robertson, Sam DeBord and Kevin Hawkins unite on Sept. 30 with all profits benefiting Wounded Warrior Project.

FORT LAUDERDALE, FL, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Real estate professionals buying three new and newly updated industry books on Wednesday, Sept. 30, will be supporting Wounded Warrior Project, with all profits from that day's sales going to the organization.

> Sept. 30 is the day that you can do something beyond adding another book to your shelf."
>
> *Greg Robertson, Giant Steps Advisors & Vendor Alley*

The books cover three very different areas of the business: comparative market analysis, strategic planning and artificial intelligence. They include a newly updated edition of Greg Robertson's popular The Art of the CMA, the Sept. 30 debut of Sam DeBord's MAP TOOLS, and a significantly expanded new edition of Kevin Hawkins' Amazon bestseller, The REAL AI Guide for Real Estate Agents.

A single Amazon page brings all three books together with complete information here: https://www.amazon.com/hz/wishlist/ls/3USBC6EKHHTN6?ref_=wl_share

"Most of us know someone who has served, and this gives our industry a simple way to show its appreciation while getting something useful in return," said Greg Robertson, co-founder of Giant Steps Advisors and creator of Vendor Alley. "Whether you buy one book or all three, Sept. 30 is the day that purchase can do something beyond adding another book to your shelf."

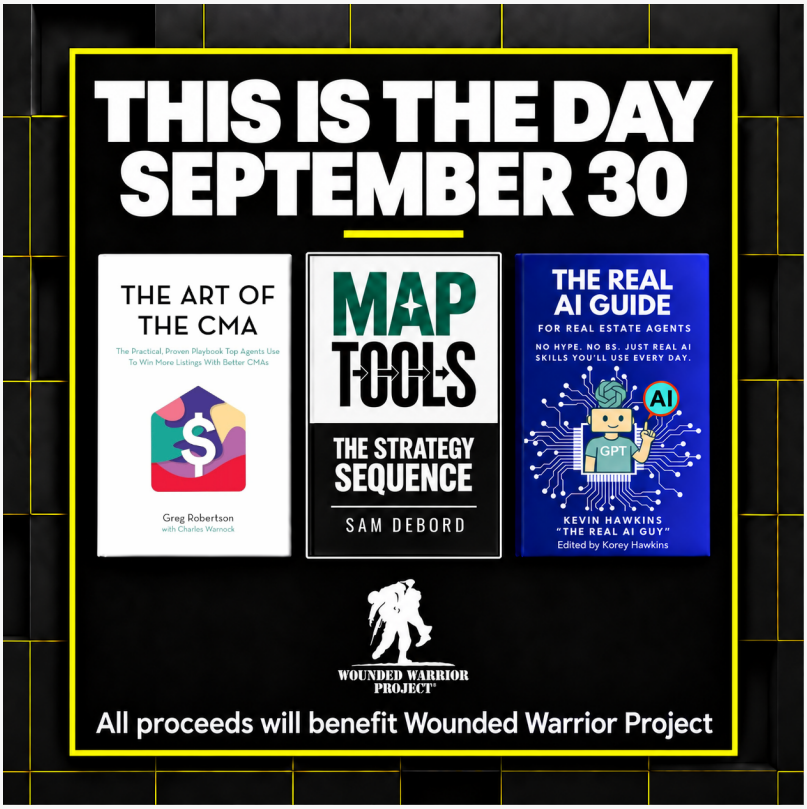
Robertson's newly updated The Art of the CMA focuses on helping real estate professionals create stronger comparative market analyses and communicate pricing and value more effectively to sellers. The new version reflects changes in the market, technology and the way agents prepare for listing presentations.

Sept. 30 also marks the debut of MAP TOOLS, a brand-new book from Sam DeBord, CEO of the Real Estate Standards Organization. MAP TOOLS prepares your team for strategic planning,

moving leaders through missions and assets, pressures, targets, opportunities, obstacles and leverage before arriving at strategy.

“We wanted this to be more than a book promotion,” DeBord said. “For one day, buying something you can use in your business also becomes a way to support wounded veterans and their families. That gives Sept. 30 a purpose that goes well beyond the books themselves.”

Kevin Hawkins, president of WAV Group Communications and creator of The REAL AI Guy, is releasing a significantly expanded new edition of his Amazon bestseller, The REAL AI Guide for Real Estate Agents.



3 Authors. 3 Books. 1 Day for a Great Cause: Wounded Warriors Project.

The new edition grows from 107 to 132 pages and adds new material covering some of the fastest-moving areas of AI, including agentic AI and Gemini Notebook, along with expanded guidance on AI safety, responsible use and emerging tools and workflows for real estate professionals.

“While I wrote The REAL AI Guide to remain current despite the rapid changes in AI, this edition is bigger because of all the new ways real estate agents and brokers can use AI," Hawkins said. "But on Sept. 30, the most important thing about buying these books is to raise money for the Wounded Warrior Project. You get something. You give something. That’s what makes this day special.”

The one-day effort is called 3.3.1: three authors, three books, one day.

The campaign has been building throughout September around a simple idea: give real estate professionals three very different books to choose from and use one shared day of sales to support Wounded Warrior Project.

All profits from Sept. 30 sales of the three participating books will benefit Wounded Warrior Project.

The three books
The Art of the CMA – Greg Robertson

A newly updated edition of Robertson's popular guide to creating more effective comparative market analyses and communicating value to sellers.

MAP TOOLS – Sam DeBord
Debuting Sept. 30, a new framework designed to help organizations move from analysis and competing pressures to clearer strategic decisions.

The REAL AI Guide for Real Estate Agents – Kevin Hawkins
A newly expanded edition of Hawkins' Amazon bestseller, growing from 107 to 132 pages with new and expanded coverage of agentic AI, Gemini Notebook, AI safety, responsible AI use and more.

Information about the books for the Sept. 30 effort is here:
https://www.amazon.com/hz/wishlist/ls/3USBC6EKHHTN6?ref_=wl_share

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