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{FunnelCast Contributor} It's Simply Staring You in the Face!

By Shaun Osher



The best ideas are usually the most obvious ones, and they are the ideas that are the most simple. They are the ones that, when implemented, don't seem that complicated, and almost as if they should have always been there. Sometimes, they have the ability to revolutionize an industry (Uber is a great example of this). The same rules apply to real estate. If you try to overthink it or overcomplicate the deal, it won't work or be as effective. When it comes to marketing, selling, negotiating, or buying, it is always best to keep the idea simple and uncomplicated. This will enable you to get right to the heart of the matter and achieve your end game.

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