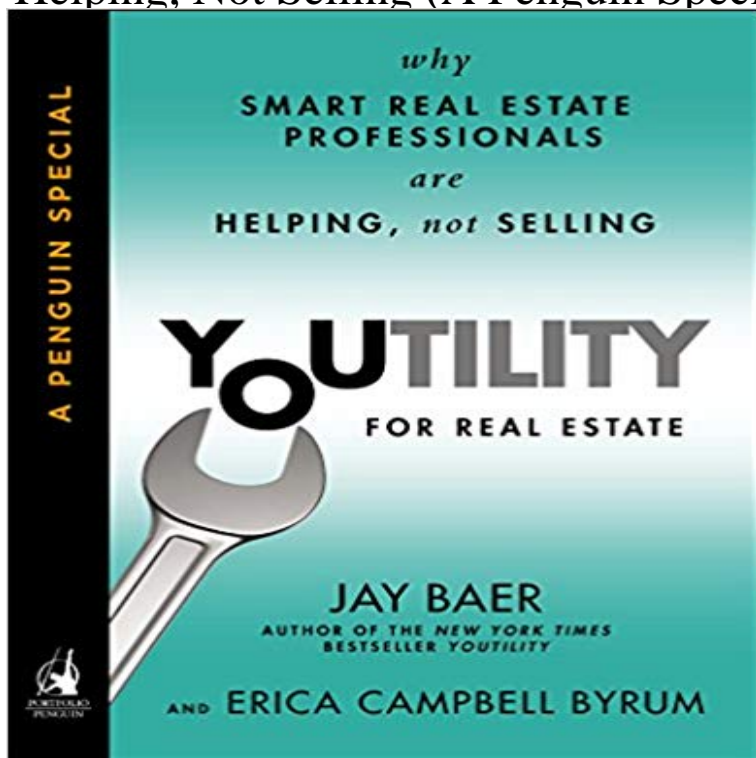


# Youtility for Real Estate: Why Smart Real Estate Professionals are Helping, Not Selling (A Penguin Special from Portfolio)



How real estate professionals can build trust and dominate their competition by creating truly useful marketing. Youtility, as defined by bestselling author Jay Baer, is marketing that people cherish instead of marketing they simply tolerate. Due to enormous shifts in technology and consumer behavior, customers want a new approach that cuts through the clutter: marketing that is truly, inherently useful. Smart real estate professionals are applying the concepts of Youtility, giving away information and resources for free, to differentiate and dominate by providing real value to clients and prospective clients. The difference between helping and selling is just two letters, but embracing the former makes the latter much, much easier. Meticulously researched and filled with examples of residential and multifamily real estate professionals who have accelerated their businesses enormously by embracing the principles of Youtility marketing, this special e-book provides a groundbreaking plan for using information and helpfulness to transform the relationship between real estate pros and their customers. Based on the New York Times bestseller Youtility, this pithy e-book is a must for marketers in the real estate industry.

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