

Book Review

Harry Grant Atkinson and Percy E. Wagner, *Management and Policies of Real Estate Brokerage.* (Homewood, Illinois: Dow Jones-Irwin, Inc., 1969). 242 pp. \$8.95

WITH AN INSIGHT which can only be provided by the successful operation and the successful analysis of a general real estate business, the authors guide the reader through the various steps required to conduct a brokerage operation.

This step-by-step sequence includes the following topics with which the successful broker must be familiar: the economic laws governing real estate; the basis of appraisal principles and methods to value. Readers using this text as a guide to establishing a brokerage operation are provided with instruction on the selection and training of sales personnel, the selection of various listings, and other information which the prospective broker must know.

To the aspiring real estate salesman, the book points out the broker-salesman relationship—including a complete understanding of brokerage operations.

The many years of the authors' outstanding real estate experiences are reflected in this well-written compilation of detailed knowledge. A *must* for any reader seeking to earn his living in the real estate world, this book is also a source of ready reference for every broker. (*Reviewed by* Thomas H. Hall, III, M.A.I., Macon, Georgia.)

Harry Grant Atkinson began his career with the American Institute of Real Estate Appraisers in 1932 as Director of Activities. Prior to that time, he had been on the staff of the National Association of Real Estate Boards since 1925. Mr. Atkinson retired in 1961 as the Appraisal Institute's Executive Vice President.

Percy E. Wagner, M.A.I., is a Past President of the American Institute of Real Estate Appraisers. A member of the Appraisal Institute since 1934, Mr. Wagner is the current Chairman of the Institute's Literature Awards Committee.