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Real Estate Agent Secrets Revealed

Stephanie Ahlberg with Hill & Co. selected by Aspatore Books as an author in new authoritative book, *California Real Estate Client Strategies: Industry Leaders on Understanding the Market and Best Practices for Success (Inside the Minds)*.

San Francisco, CA – December 18, 2007 – Stephanie Ahlberg, a Broker-Associate and a #1 Top Producer with Hill & Co. Real Estate, has been selected as an author in the recently released book, *California Real Estate Client Strategies* published by Aspatore Books. *California Real Estate Client Strategies*, ISBN: 9781596227576, is an authoritative, insider's perspective on the ins and outs of achieving success as a California real estate agent.

A fascinating read for real estate professionals and for the public at large curious about agent values and practices, the book provides unusually candid and timely insight into today's real estate market and how it is impacting buyers, sellers and the agents themselves.

Featuring top brokers and REALTORS® from real estate agencies across California, this book provides a broad, yet comprehensive overview of the unique aspects and challenges of working in the California real estate market. Discussing the competitive nature of real estate on the West Coast and the importance of standing out in the crowd, these authors raise critical points around understanding the real estate knowledge exclusive to California, including escrows, second homes, investment properties, and fractional ownership properties.

From understanding the demographics of the state's different regions to strategies for negotiating on behalf of one's clients, these leaders articulate the finer points around California real estate now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside

some of the great minds of today, as experts offer a wealth of details around what it takes to secure long-term success in this endlessly demanding industry.

“I was very pleased to be asked to participate in this book,” said Ahlberg. “I have had the privilege of having excellent mentors— those who taught me the business – and I hope I can impart at least some of what I have learned to others.”

The Inside the Minds series is revolutionizing the business book market by publishing an unparalleled group of executives and providing an unprecedented introspective look into the leading minds of the business and legal world. For complete information on Inside the Minds, please visit www.Aspatore.com or email store@aspatore.com. Available at bookstores nationwide, the book can also be purchased by calling 1-866-ASPATORE or visiting <http://www.aspatore.com/store/bookdetails.asp?id=570>

Stephanie Ahlberg

Stephanie Ahlberg was the #1 Top Producing agent at Hill & Co. Real Estate in 2006. She had previously earned #1 Top Producer honors in the years 2005, 2002, 1994 & 1990. She was named the #2 Top Producer for the years 2004, 2003, 2000 & 1998, and has been a Top Ten Producer every year since 1988. A seasoned veteran, Ahlberg is in her 28th year selling residential real estate.

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Founded in 1956, Hill & Co. Real Estate is a San Francisco brokerage long associated with the City's finest properties. With three offices and nearly 100 full-time agents, the company enables clients to successfully navigate San Francisco's complex real estate market. Two additional Hill & Co. offices provide property management and rental services. For more information, visit www.hill-co.com.