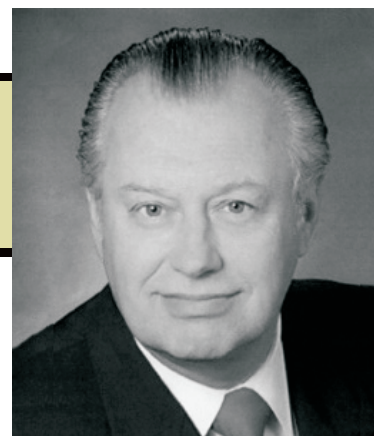


WHILE YOU'RE LOOKING



Bob Toryak

**It's not just a home—it's a transaction,
it's an asset, it's a legal liability.**

**Before you analyze the data,
understand the information.**

Whether you're looking for your first home, preparing to sell, or looking to make investments, there are key terms you need to know. In a relaxed, conversational, and engaging program, get ready to communicate with real estate professionals. Learn why the language of real estate seems so difficult to understand.

Take-aways:

- 1 Learn how to think like the finance guy
- 2 Ask a better question
- 3 Get to the relevant issues

About ExecuSpeak Dictionary®

What looks like a series of books is actually a 21st century glossary toolkit. Paper books, e-books, and mobile applications put key terms within reach.

About Bob Toryak

Robert Toryak's experience in real estate includes work as a financial advisor, developer, landlord, and tenant in the public and private sectors. His background spans 30 years as both a Fortune 100 executive and an entrepreneur.

About Carol Heiberger



Author and Founder of ExecuSpeak Dictionary® and creator of its cross-platform services. Carol enjoys sharing her expertise and experience in finance, marketing, and strategy. Her career includes leadership positions with large multi-nationals, consulting projects with large and small businesses, and teaching MBA students, executives and adults. She received her MBA from Wharton.

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