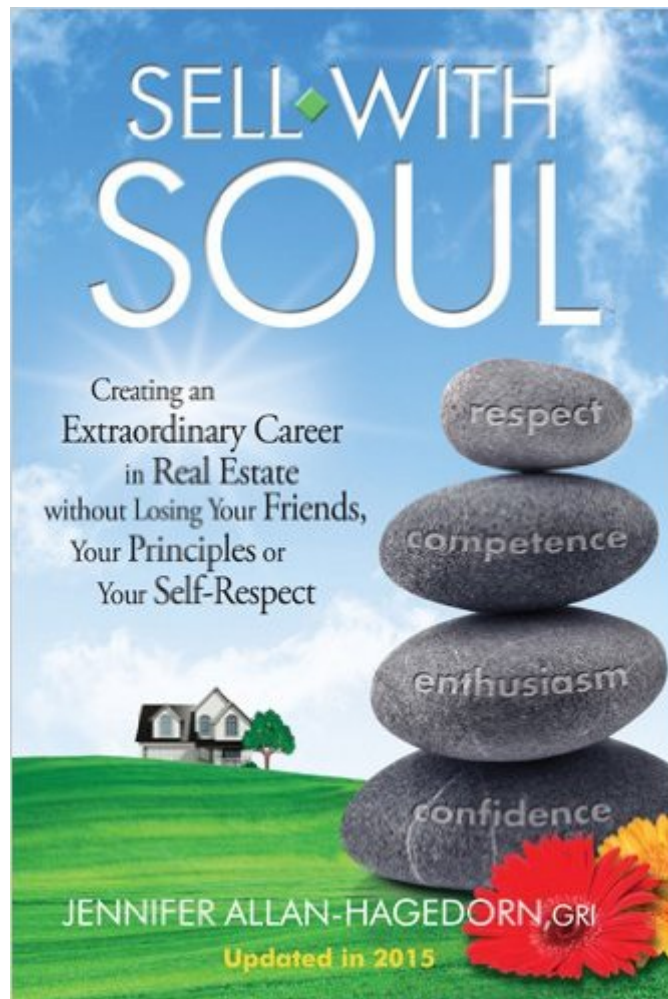


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Sell With Soul: Creating An Extraordinary Career In Real Estate Without Losing Your Friends, Your Principles Or Your Self-Respect



Synopsis

Even in so-called boom markets, rookie real estate agents almost always find their new careers to be harder than anticipated. Statistics quote figures ranging from 70% to 95% dropout rate for first year agents and it's common knowledge in the industry that only a small percentage of the licensed agents are making enough money to live on. Why is the failure rate so high? Is it a matter of unrealistic expectations? Maybe. A lack of enthusiasm? Probably. A lack of support and training? Definitely. What agents need is good solid training on how to competently sell real estate and Jennifer Allan-Hagedorn's book *Sell with Soul* offers just that. The book provides a blueprint for success to help new agents navigate the critical first year and beyond. *Sell with Soul* comes complete with checklists to help agents keep on top of listings and contracts, step-by-step guidelines for building a thriving real estate practice as well as anecdotal examples of real world real estate dilemmas and solutions to them. Yet the book is so much more than a rookie survival guide. The author discusses such touchy subjects as commission discounting (she's all for it), buyer agency (don't push it), prospecting at open houses (do so with caution) and generating bidding wars (it's your duty). Practical advice is offered on everything from building a loyal client base to marketing listings to negotiating inspections and even handling pricing objections. *Sell with Soul* focuses on helping new agents become competent at their craft, so they can be confident with their prospects and clients. This confidence enables them to stay true to themselves because they will have no need for the Old School prospecting strategies and aggressive closing techniques that force many new agents out of their comfort zone. Readers consistently praise the readability of *Sell with Soul*, commenting that it reads almost like a novel instead of just another business self-help book. The book is written in a casual voice, with a relaxed style that is noticeably different from the more authoritative voices of the competition.

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Customer Reviews

If you believe that real estate is a just game of numbers, this book is not for you. If you believe the almighty dollar should guide your behavior, this book is not for you. If you believe that your friends, family and neighbors MUST choose you as their real estate agent, this book is not for you. If, however, you want to have fun selling real estate - and make a good amount of money doing it - without alienating your nearest and dearest, then I humbly suggest you forgo the free shipping and go straight to priority overnight. It's time for you to meet Jennifer Allan and get down to business. So many agents struggle with how best to let people know you're in the biz without hammering folks over the head, becoming a pariah at parties or going broke with the latest throwaways (oops, I mean giveaways). Jennifer Allan has the solution - by marketing yourself soulfully, you keep your dignity intact. And get rewarded. Big time. Enough with the postcards. Stop knocking on doors. Quit telling everyone you know that you referrals. Get this book. Have fun. Make money. What could be better than that?

An absolute must read for new agents, and a much needed thought provoking read for experienced agents. As a newer real estate agent myself, I have spent a fair amount of that initial capital outlay on books. Face it, it is often difficult to be trained by your broker because they are very busy people. So you buy books and read in your spare time. I have a small library that I have bought and read through, many of the authors are considered the "Giants" of the industry. I wish I had bought this book first (I would have a much smaller library). I started to say that Jennifer Allan is quickly climbing the stairs to the Mt. Olympus of Real Estate training, but it is more like she is at the base of the bean stalk and cutting away and bringing many of the "Giants" down to Earth. Jennifer, no pun intended, speaks to your soul with a fact filled, experience based, conversational style of writing that makes you feel as though you are sitting with a friend discussing your career in real estate and some of the main "how to's", "how comes", and "what ifs" are placed simply before you. If you are a current real estate agent, or are thinking of becoming a real estate agent and the thought of representing someone beyond even your own interests (which is how it is supposed to be as an "agent") is the driving force in your personal ethic, then this book is for you. If you intend on subscribing to the code of ethics involved in becoming a REALTOR because it speaks to that same

personal ethic and you truly subscribe to "The Golden Rule", this book is for you. If you are one of the members of the real estate profession that has contributed to the cause of this profession being so mistrusted, remember...it isn't too late to effect change. This book is for you, too.

I just stumbled across a website about two weeks ago that had a few excerpts from this book. I was intrigued, so I ordered a copy. I could not put the book down! It resonated deeply with me and since then I have noticed a huge change in my business. I've been a realtor just over a year, and of course was trained in the Old School methods of farming, listing postcards, etc. - tried and true, but just not right for me. I surely am not one to do cold calls or knock on doors - but I DO like to have fun! Right away I knew these teachings were right up my alley, and I implemented several of the suggestions right away. You would not believe how many clients have magically dropped in my lap since last week! And the lunches with friends - oh, yeah!! My whole paradigm has shifted and it's all due to this book and the refreshing new way of approaching real estate. I actually bounce out of bed each morning and can hardly wait to get to work. Jennifer's book has changed my outlook on life!

I am SO GLAD that I waited to write this review until I had a little real estate experience under my belt. I found *Sell With Soul* about two years ago, just before I was going to make the leap from corporate boredom into real estate. Jennifer Allan gave me EVERYTHING I needed to ensure that I was doing it the right way from the very beginning. When I got licensed last fall and went to work I learned very quickly that my company (as they pretty much all do) teaches the old school way of doing things and they offer a lot of training on doing it exactly that way. THANK GOODNESS I HAD ALREADY DISCOVERED THIS BOOK!!! Otherwise I very well could have been one of the 75-90% of agents who wash out their first year. I realized very quickly that what I was being taught felt "icky" and that I would fail miserably if that were my future career path. Instead, I followed Jennifer's very good advice and guess what? I'm well on my way to earning Rookie of the Year. Not that it matters to me at ALL - I simply find it amazing that doing what already seemed natural, *Selling With Soul*, led to building my business and success SO easily! Be a good friend? Check. Know my market well? Check. NEVER EVER push my business on my friends? Check. Throw in Jennifer's "Be a reasonably competent human being" and all bases are covered. If you want to have success that you are proud of, family who supports your career, friends who love to refer you, clients who brag about you and a life you can enjoy - all while having a career in real estate that you LOVE - this book is for you! I truly do owe my rookie success to Jennifer Allan.

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