



**IMMO-SUCCÈS**  
POUR TOUS LES PROFESSIONNELS  
DU COURTAGE IMMOBILIER.



APRIL, 7, 2008

EDITION 1, NUMBER 6

Please pass this information along to anyone in your contact management system that you feel would benefit from reading it.

[www.immo-succes.com](http://www.immo-succes.com)

**Read the Realty Reality of the Month Archive**

***Tricks of the Trade:***  
"To know what hat you are wearing and keep to it, is a challenge in this trade.."

**Your REALTY-SUCCESS Affirmation of the Month :**

"I am a strong believer in luck...and realize that the harder I work... the luckier I am"

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**Our Conference :**  
***Be proud to be a Real Estate Agent!***

Conferences (60 minutes) that can be given in your area or at your office. For more information, visit the Training and Conferences page at [www.immo-succes.com](http://www.immo-succes.com) or call us : 450-661-3480

**Realty-Success Quote of the Month**  
**My contribution is for the good of our profession!**

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## **The Realty Reality of the Month : April 2008**

**To Read This Month: If there are rotten apples in the apple tree, We don't need to cut it down!**

Don't forget: **The REALTY-SUCCESS  Response of the month!**

### **If there are rotten apples in the apple tree, We don't need to cut it down!**

Every year at this time, we are reviewed by journalists. Our reputation is continuously attacked through reports in the medias; in newspapers or magazines articles ... It marks the return of spring!

**Highly contestable!**

Those who know me already know that I am "unstoppable" when it comes to speaking about real estate and defending our fantastic profession. I think it's better for me to put everything in writing in order to extend my forum and give you, the reader, some benefit and particularly to incite a reaction!

You should see how offended I am each time there is an article on the infamous question "To sell your house with or without an agent?" which appears bi-annually in the pages of the written media. And what can I do about my helplessness in reading all the myths and the urban stories conveyed by the media which circulate again and again...

***They are negotiable...***  
***They are paid too much for what they do...***  
***They are inefficient...***  
***They make easy money at the expense of the consumers...***

You will also notice that the same representatives surrounding the profession are interviewed each time:

A notary, an inspector or a discount broker who preaches for his parish, or an agent who doesn't have any authority to speak on behalf of his peers. And unfortunately, they share a total lack of solidarity and professionalism and are merely attempting to gain fame in the media without concerning themselves with relevant facts.

Here are two studies which could interest you or at the very least make you smile. In A study carried out by Leger Marketing in 2006:

(Journalist = 49% of the population confide in them / Real estate agent = 42%, (thus just 7% difference...)  
<http://legermarketing.com/documents/spclm/060320fr.pdf>

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The *Barometer of Professions 2006* is the result of a telephone survey carried out on 1500 Canadians over the age of 18 between the 14th and 19th of February, 2006. The results were weighed according to the region of origin of the respondents, their sex and the language spoken at home. The margin of error of the survey is 2.6%, 19 times out of 20.

**It is also interesting to note that consumer confidence is on the rise in our favour!**

As much as the media seeks to protect and warn the consumer, they seem also to be seeking new and sensational stories.

It is understood by everybody that there is room for improvement in our profession, but against all our expectations, our groups, associations and boards also confirm the same thing:

**"These agents are always negotiable"**

**"Commission is negotiable"**

**"Yes, certain agents are sometimes inconsiderate, but we have a fund with a lot of money which we declare with a large budget to compensate you in the event you are harmed by these terrible people!"**

Sadly, with these surprisingly assertive statements, and sometimes, a slight lack of mix on marketing of their services and their responsibilities towards the public, they convey that we are all incompetent and that they must protect the consumers against us!

However, we would only like to have organizations that represent our pride and reply:

**Yes, but they are worth it!**

**Expect to pay the price for an experienced agent!**

**There is only one profession well suited to sell your property; the real estate agents and brokers of Quebec.**

**We are waiting for them to convey indisputable messages that express our good reputation and reinforce our credibility.** Having said this, I must admit that lately the media has taken the initiative to publish a several stories in our favour. Well done!

Admittedly, the task to restore our profession's reputation will never be easy.

When I hear critics and pessimists running down our trade and saying that we do not deserve our commission, I tell myself that I still have "a lot of work to do!" I also tell myself that it is perhaps the time to ask for your help!

**Do you agree? Do you want to help me to get rid of these misunderstandings?**

**Change your attitude and be proud of who you are. Increase your level of professionalism!**

The commission rate is a business decision which, **thanks to your abilities**, ensures you an earning capacity and profit which will empower you to realize your dreams with a feeling of success and great pride!

**Therefore, do not be negotiable.**

**I know that I can now count on you to convey this message.**

**Be the leading ambassadors of your profession. Improve your skills, undergo training and get involved!**

**I hope you choose to take the path to success and that you never forget that you are all excellent brokers and agents. Never let anyone believe otherwise, especially you!!**

**I wish you REALTY-SUCCESS!  
Happy IMMO-SUCCESS!**


*Sylvia*

*Sylvia Perreault, President and founder of the company Immo-Succes, offers coaching, seminars and conferences designed to encourage success and to promote pride in being a real estate agent. With 26 year of experience, she is also the author of **MÉTHODE IMMO-SUCCÈS: Agent immobilier: Du rêve à la réalité ! Tome I, Agent immobilier : De la réalité aux rêves ! Tome II et Les outils IMMO-SUCCÈS** (English translations are coming soon!). To reach Sylvia, please call 450 661-3480 or send her an e-mail at [info@immo-succes.com](mailto:info@immo-succes.com) or visit: [www.immo-succes.com](http://www.immo-succes.com).*

Want to know more about the REALTY-SUCCESS Method? A conference designed for Real Estate Agents and Brokers is available. Contact me for more information.

Interested in receiving invaluable and free advice every month? To receive our Realty-Reality of the Month, write to: [sylvia@sylviaperreault.com](mailto:sylvia@sylviaperreault.com)

 **Responses for Realty-Success!**

Objections	 Response	Close the discussion and sign
<p><b>We want you to cut your commission.</b></p>	<p><b><u>No...</u> ☺ Do you have any other questions?</b> (Firmness is essential) He has the right to try and you should keep smiling☺. Do not show any sign of insecurity, your self confidence will pay!</p>	<p><b>Let's sign the contract together and I will prove to you that I deserve it.</b> <b>Sign the contract here!</b> ☺☺</p>

If you have any questions, comments or would like more information,  
Email me at : [info@immo-succes.com](mailto:info@immo-succes.com)