



REALTY-SUCCESS
SYLVIA PERREAUT



APRIL 5 2010

EDITION 3, NUMBER 4

IF YOU ARE HAVING DIFFICULTIES READING THIS MESSAGE, [_PDF](#)

www.immo-succes.com

Read the Realty Reality of the Month Archive

Tricks of the Trade:

« "I read everything because I want to be considered professional." »

Your REALTY-SUCCESS Affirmation of the Month :

"Knowledge is Power!"

REALTY-SUCCESS In your area! Our Conference :

Are you your worst client

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 or call us : 450-661-3480

Realty-Success Quote of the Month

«Two qualities in successful agents: they are continuously monitoring courses and they allot a significant portion of their budget and time to training and coaching. And, when talking with them – you realize they are well read.»
Real Estate Agent from Dream to Reality! P.91

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The Realty Reality of the Month: April 2010

To read this month: **Will you pass the test?**
News from Sylvia: **Gatineau and Québec here I come!**

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

Will you pass the test?

A good friend of mine, a surgeon, gave me a call and asked me to refer to him an agent or broker in his area to help him sell the house he'd owned for twenty-five years. As he is in a different part of Quebec than I, I quickly refer him to agents I recognized from various ads and banners. He said he would interview them and make his final choice.

None of them passed the test!

What test? Well, imagine that he, being a good friend of mine and admirer of my work, he asked each and every agent I recommended if they'd read my books!

And each and every one of them answered "no"! ???

I responded by telling him that his test may have been a little harsh. After all, I'd only sold 2500 copies of my book since 2008 and there are 19,000 real estate agents and brokers in Quebec!

He gave me an answer that left me speechless: "what about me?" he said. "As a medical professional, am I allowed to not read the latest book or medical journal that contains the article that may save your life? I'm giving \$60,000 for the sale of my home, which is worth more than a million dollars. I should give it to an agent who reads everything that exists in his trade!"

Hmm! If you know me, you'll know that as much as I loved his answer, I was a bit embarrassed!

Indeed, when I need medical or other help, I expect my doctor or Professional to have read everything in his field, regardless of whether I'm paying by giving money or trust (or both). What about you?

I've been looking for a chance and appropriate circumstance to tell you about another encounter I had while on a ski trip this winter. An Air Canada pilot explained that every year, he had to retake a complete battery of tests on navigation and flight simulation in order to keep his pilot's license and his job! This is considered common practice in his field. Imagine the stress he must go through, but how secure I feel now when I board a plane.

Hmm, I ask how many amongst you would pass "the test" in your profession? So, to your Reading my friends! And the timing is good – I have 500 books in my basement ready to be shipped! ;-)

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Have you watched
Sylvia's New Video?
Great tips!

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

Please add "Info@immo-succes.com" to your white list or address book in your e-mail program, so that you have no trouble receiving future issues!

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I wish for you the road to success and that you should never forget that you are excellent brokers and agents. You are honest and motivated and never let anyone else believe the contrary, even you! Happy IMMO-SUCCÈS to all! Sylvia

News from Sylvia!

Gatineau and Quebec, here I come! I am continuing my tour of offices throughout Canada and I'll be in Gatineau on April 20th and in Quebec on April 29th for my one day course "Prospecting without Pain!" Thanks to those of you who refer to me as the "guide to real estate in Canada." ;-)

Don't give up! **I wish you REALTY-SUCCESS!!** Cheers, Sylvia

The Realty-Realty News of the Month

Sylvia goes on tour! Quebec, Estrie, Laurentians, and Gatineau in French and Ottawa and Toronto in English.

Brokers, owners and directors: Ask for a free visit from Sylvia! If you provide the coffee and a corner of your office, Sylvia will motivate your staff for 30 minutes with tips, ideas and stories that only she can tell! Be the first to book her!

Agents, brokers and mortgage brokers: Here is your chance to be trained in sales by Sylvia during her Spring tour! **Painless Prospecting!**

Only 249.95 \$* **What's included :** A full day with **Sylvia Perreault**, author and lecturer, a **Memory Key of the Key Questions**, 15 minutes of **private coaching**, a digital **e-book of Affirmations** (retail value: 24.95 \$*), free parking and a free subscription to the Realty-Success of the Month newsletter. We accept VISA, MASTERCARD et AMERICAN EXPRESS. *(+ taxes)

Thank you for your participation and your confidence in our program! It's with great pleasure that I offer you these new dates:

April 20th: Hotel Ramada Inn, Gatineau

April 29th: Hotel Hotel Clarion, Québec


!!!Space is limited so reserve fast!!!

To reserve your place fast, just follow [this link](#), and select the city nearest you or take the opportunity to invite Sylvia to speak in your town!

P.S. : Since there are a few days open in her schedule, there is an opportunity to meet Sylvia Perreault for private consultation. Ask about her reasonable rates!

P.S. 2 : All our courses are now available in full day format!

Responses for Realty-Success!

Objections	 Response	Close the discussion and sign
"I met an agent who told me he already has a serious buyer."	<p>☺ ☺ Why not have already signed an offer with this buyer via the agent? Mr. and Mrs. Seller, I truly believe you may have found the right buyer but now, how do you get them to sign an offer at the price you want? I am the right person between you and them because I can listen to your needs and am very determined to do whatever I can in order to sell your property as quickly as possible, without hassle, to this serious buyer and his agent. Trust me. We will visit some properties for you within the next few weeks. Isn't that what you want?</p> <p>☺☺ Isn't that what you want? ☺</p>	<p>Then, let's simply sign the contract... so that I can help you get what you want... as soon as possible ... that would be excellent no?</p> <p>☺ ☺ ☺ ☺ Sign the contract here!</p>

You have questions, testimonials or need more information, email me at: info@immo-succes.com

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