



IMMO-SUCCÈS

POUR TOUS LES PROFESSIONNELS
DU COURTAGE IMMOBILIER.



DECEMBER 08

EDITION 2, NUMBER 2

www.immo-succes.com

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

Trick of the Trade:

«Memorize the objections the seller will try. This way you will be ready and able to respond intelligently, while educating the client about the myths that exist, one at a time.»

**Your REALTY-
SUCCESS**

**Affirmation of the
Month :**

« Many listings... many calls,
many calls...many buyers, many
buyers...many offers, many
offers...many transactions! »

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Realty-Reality of the Month – December 2008

How you can beat the recession!

- **First, don't make it a personal recession!** Make a little more personal effort, you know you can!
- **Convince yourself that there is no recession in your profession!** Recession creates, as in any change, opportunities for the real estate agent who can see how to benefit.
- **You have a job!** So, contrary to some of your less fortunate clients, you still have opportunities to make transactions. Help them and yourself!
- **What do you do when buyers stop buying?** You have to double your effort to sell. Do you have the expertise and training to do so? No? Then get help!!
- **Stop talking about and blaming the recession.** If you want to blame someone for your failures, go look in the mirror!
- **Focus your energy on prospecting and selling instead of complaining with the others!** Stay away from the pessimists and the complainers that eat away at your positive energy.
- **Have "hotcakes" ready to sell!** There is always a type of property in demand in any market, so find it and list it!

Solutions:

Action! The following phenomenon has always impressed me: **Action creates reaction!** When the real estate industry falls quiet, and this happens regularly, do not just panic! When this happens for me, I take action! I make more calls, I prospect and I engage in volunteer work. Within a short while my business is back with a vengeance! By taking action and putting myself out there, I meet people who may want to retain my services. I am constantly prospecting and on the

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Ouf !

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lookout for opportunities. In most cases you will notice that when you present your business card, everyone around you becomes very interested in the property market. Whether you want to or not, you become the focus of attention. You are given a platform on which you can get people interested in yourself and your profession and you will probably find someone who is in need of your services at that time. I try to distribute more than 2,000 business cards a year. They will do more good given out than in your pocket!

- **Be accountable.** You don't have a boss, so you need another way to receive performance analysis, constructive criticism and suggestions. This can be done with a coach, your broker, a spouse or your partner. Your goal should be to share and discuss your skills and areas for improvements regularly. You will notice your progress, so get organized!
- **Control your emotions.** You may not realize just how much valuable time in your life is eaten by emotions. Control the anxiety monster in your head! Stop spending so much time contemplating what may never happen. Forget past mistakes. Enjoy the present moment and everything will be better.
- **Make one more call a day.** Eventually your efforts will be paid off, and then some!
- **Share your good news and your sales results.** Your optimism will spread and will benefit everyone and help your business!
- **Smile and show your successful attitude!** It will encourage people to adopt your positive attitude and people will want to do business with you!
- **Give this article to all your colleagues and managers.** With your talent, you can all be the initiators of an economic recovery!

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 Holidays!

Sylvia



It`s done !

With great pride I present to you my two new accreditations



Realty-Success Quote of the Month

«I never stop working toward making money and prospecting in my free time because then, I will always have and maintain a solid listing base and as a result I never suffer from market fluctuations like others who don't have the same discipline as I do.»
Volume 1, page 202.

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Les nouveautés IMMO-SUCCÈS du mois !

In 2009, our website and our products will be translated to English.
Our conferences are already available in English.

Pride and Profit with IMMO-SUCCESS!

Sylvia Perreault, President and founder of the company Immo-Success, offers books (she is a published author of 3 books in French and soon to be translated in English), a monthly newsletter, coaching, seminars and conferences designed to encourage success and to promote pride in being a real estate agent.

Her unique presentation and style are renowned to be dynamic, moving, funny and realistic. She's a fully bilingual speaker (english and french) with a lovely accent!

Topics: Success, Sales, Business Growth, Entrepreneurism, Motivation, Real Estate
Contact us at: 450-661-3480

CD : Realty-Success Affirmations available and ideal for Christmas! (PS : Brokers and Directors: Offer this to your agents !)

Essential tools to inspire and succeed!

Statements about self confidence.

Affirmations on training.

Affirmations for planning and organization.

Affirmations to better manage your time.

Statements about your role as a collaborator.

Statements about prospecting and soliciting.

The poems "The Mountain" and "Those who win"

Online Store



Responses for Realty-Success !

Objections	Response	Close the discussion and sign!
I know someone in Real Estate.	☺ I understand very well... And almost everyone knows someone...so, let me ask you...do you really need to sell this property ...or... are you looking to fulfill a favour to your friend? You didn't ask me to meet you and explain my services for nothing... surely not...right? Do you think I can sell your property? ☺ Great! You can also add: I would be happy to collaborate with your friend, if he has a buyer, since your property will be placed on the Multiple Listing Service (M.L.S.).	« So, make a good business move and... simply sign the contract ... so I can help you get what you want... as soon as possible...that would be excellent, right? ☺☺☺☺ Sign the contract! ☺ Wouldn't it be great? Sign the contract with me! ☺☺☺ »

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