



**IMMO-SUCCÈS**

POUR TOUS LES PROFESSIONNELS  
DU COURTAGE IMMOBILIER.



JANUARY, 7, 2008

EDITION 1, NUMBER 3

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

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

***Tricks of the Trade:***

“Ensure that you begin your day with tasks that cannot be ignored or are less pleasant and end in a blaze of glory. You will thus preserve the pride of the work accomplished.”

**Your REALTY-  
SUCCESS  
Affirmation of the  
Month :**  
“Listings  
=  
Transactions!”

**REALTY-SUCCESS  
in your area!**

**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**

*“Many listing... many calls,  
many calls... many buyers,  
many buyers... many  
transactions!”* Volume II

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**The Realty Reality of the Month : January 2008**

**To Read This Month: Do you have what it takes to be a real estate agent?**

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

**Do you have what it takes to be a real estate agent?**

After years of experience I have noticed that the passion needed to succeed in this wonderful field must inherently exist within oneself. By passion I mean the desire to render a service, to sell oneself and to be regarded as an expert in real estate, and most importantly to love people and their properties!

Even after many years in this field, with every transaction I am so proud to be selected to accompany my customers through this important step in fulfilling a dream in their lifetime. Without having this essential pride, as time goes by we will likely become disillusioned and we run the risk of losing the passion which fuels our determination.

The desire to succeed must be very strong and realistic in relation to your expectations, since it is not easy to get instantaneous success, as one may believe by observing certain agents. The efforts must come from you and so must the discipline. The freedom which this profession provides can sometimes be a double edged sword. It is very easy to put off less attractive and more mundane tasks like paperwork or worse – soliciting – however these tasks are essential to our business and to our success!

Then why not begin with them? Once the difficult tasks are achieved, you can enjoy spending a much better day with greater satisfaction...Especially when you succeed in obtaining a listing appointment. There is no greater pride than being a real estate agent at that very moment!

**And you? Are you proud to be an agent?**

**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!  
Sylvia**

**More than 1500  
books and CDs sold  
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## REALTY-SUCCESS NEWS

**We are proud to announce that this month we launched our website in English :**

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

Our unique approach focuses on your SUCCESS and your feedback has inspired us to translate all our products as soon as possible. All our conferences are now available in English. Our books are currently being translated, our Tele-Seminars will be announced soon and you can now receive our [Realty Reality of the Month](#) in English. Strong demand from the very competitive English market warrants our arrival in the North American Real Estate industry. I am therefore proud to share my success with all of you! Thank you for believing in me!

### Responses for Realty-Success!

Objections	..  Response ..	Close the discussion and sign
<b>We want to save the commission by selling our property by ourselves. #1</b>	When a property is put on sale by the owner, he alone is trying to sell it...☺ Do you know that today, more than 75% of the properties for sale are for sale with agents and all are in the MLS system ... and these buyers hire an agent to be able to see all of these listings, because it's free for them? ☺	Then, let's make a good deal and... <b>let's simply sign the contract...</b> so that I can help you to get what you want as soon as possible ..... that would be excellent, would it not? ☺ ☺ ☺ ☺ <b>Sign the contract!</b>

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

*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 : [info@immo-succes.com](mailto:info@immo-succes.com)