



IMMO-SUCCÈS
POUR TOUS LES PROFESSIONNELS
DU COURTAGE IMMOBILIER.



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www.immo-succes.com

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

Tricks of the Trade:

“Determine in advance and mark in your organizer the hours you will work and the days you will take off.”

Your REALTY-SUCCESS

Affirmation of the Month :

“I respect myself therefore I will be respected!”

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Realty-Success Quote of the Month

« The time is the time; before the time is not the time ; after the time, it's past the time. »

Jules Jouy

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The Realty Reality of the Month : May 2008

To Read This Month: Are you starting to look a bit green???

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

Are you starting to look a bit green???

At this time each year, you find yourself juggling the last minute June sales and the never ending closing appointments! It's exhausting!!

By now you must have guessed that I am not speaking about gardening or “The Green Movement,” but about the green color associated with fatigue which characterizes all of you at this time of the year!

With the location certificates that arrive on our desks, with surprises like “I forgot to tell you...” and the winter car porch and swimming pools broken down because of our harsh winter, we sometimes have more difficulty in maintaining our calm and serenity until the summer holidays!

Thank goodness that with this fatigue build-up and stress you are rewarded with some well deserved commission checks and the small appreciation that you from time to time receive from certain customers!

But maybe the “easy client” is just a myth as I am sure you have found that customers seem to have changed with the passing of years; the consumer is now more demanding, more wary, more independent and especially less patient. In fact, notaries seem to have noticed the same trend with their customers. Is this a social phenomenon (expeditive and constantly connected on their Blackberry and the Internet; focused on speed and results at all costs) which renders them all like that? No!

This is the result of the wrong image and message we have delivered to them and had them believe over the last few years....yes, that's it!!

Indeed, they demand a lot from us because we tell them to expect that!

- 24/7 availability!
- Constant accessibility with a cell phone number, in addition to an office and residential number...
- A rock solid reputation: you are supposed to be by far the best salesman and you always get good results... (After all, they chose you for that!)
- Always accommodating and flexible: you would give the shirt off your back not to miss a sale... (They chose you for that too!)
- The unflattering remarks you make of your fellow-members and colleagues are often heard and believed by your clients.

And you wonder why they are intolerant and disrespectful towards you???

Perhaps it would help if you started to respect yourself? Come on everybody!

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As far as I know, doctors don't give their personal cell phone numbers to their patients and yet, they are much more likely to address more serious crises than the "Real Estate Emergencies" that we face. Your dentist will only give you an appointment in three months and your auto dealer is not open over the weekend. However, we nevertheless buy cars...

"Ah, but the real estate market is not the same," you will say to me! Perhaps? But one thing is for sure: to survive, you must clearly define your clients expectations of you, your limits and what you can really do for them as an agent. If not, you too will be green from exhaustion, impatient and irritable!

Communicate and explain everything with honesty, integrity and above all else, in good faith! And tell them the whole truth! Not more, not less... You are not perfect, you have a family and a life apart from your occupation and you do not know everything but you know enough all the same, to be professionals. They need you to be able to help them thanks to your know-how, while at the same time staying well-balanced with beautiful pink cheeks and fresh-faced.

Respect + pride = Success!

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 or visit: 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.

Responses for Realty-Success!

Objections	 Response	Close the discussion and sign
<p>We want you to cut the commission.</p> <p>#3</p> <p>Some other agents have told us they will do it?</p>	<p>I understand that. Can I tell you why that makes me worry?</p> <p>If other agents do not have the courage to defend their compensation to you, how will they represent you and defend the price of your property at the negotiating table? I have this courage so don't you see how I can sell your property?</p> <p>☺</p>	<p>Then, let's make a good deal and... 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>

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

If you have any questions, comments or would like more information,

Email me at : info@immo-succes.com

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