



IMMO-SUCCÈS

POUR TOUS LES PROFESSIONNELS
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**Read the Realty Reality of
the Month Archive**

Tricks of the Trade:

«It pays to refer clients to other agents! »

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SUCCESS**

**Affirmation of the
Month :**

«I put effort in building my
team so we can provide
superior service to my clients.
»

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The Realty Reality of the Month : November 2008

How to solicit despite "The National Do Not Call List"

By Sylvia Perreault, Author, Speaker and President of IMMO-SUCCES

You tell me: "This new rules makes it impossible anymore to solicit so what can we do now?"

Sorry to get your hopes up, ladies and gentlemen.

For those of you who phoned to tell me to rewrite my book: Oops! Sorry! Nice try!
For those of you who believe you no longer have to force yourself to make cold calls because finally (sic), there is a rule that's going to prevent it.... Again, so sorry!

We were told that in Canada 3.8 million telephone numbers (including cell phones and fax machines) are included in the list. (La Presse, November 2, 2008)

Only 3.8 million? There are nearly 40 million people in Canada! Sorry to break it to you, but that leaves many owners you can still call in your area!!

The National Do Not Call List (DNCL) is a big deal. It is a federal law with rules with severe consequences for you and your reputation if you break it. It is essential that you don't sacrifice your name just to save money....

Get the list!! End of story!! This tool has now become as important as your cell phone or your car. You can not be a real estate agent or a broker without it!

However, there are important exceptions to the rules to consider...

Here are two very important exceptions for you to note that will help you to process your list of former clients and sphere of influence (the people you know) that can be found at <https://www.innte-dncl.gc.ca/ind/ntr-nrt-eng>:

" Telemarketing calls made on behalf of certain organizations or made for certain purposes as listed below, are exempt from the National DNCL Rules:
(...)

- calls to a consumer who has an existing business relationship with the organization;
- calls to a consumer who has given express consent to be called;"

It goes on to explain:

« ...If you have done business with a company in the last 18 months or inquired about a product or service in the last 6 months the company is considered to have a relationship with you and is allowed to call you. »

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Yes! Hurry and call all your old customers to re-establish and maintain a relationship with them. At the same time you will be pleasantly surprised by how much new business you can get!

The customers that you acquired after so much effort are an excellent source of references. If you call someone and mention you were referred to them by his or her friend or financial advisor, they will be more willing to take your call and listen to what you have to say.

It is cheaper and easier to retain existing customers than to recruit new ones, so it is only logical that you do what needs to be done to secure your existing clientele. For example, call your customers 3 to 4 times a year to check in and see how they are. Do they have any real estate needs you can be of service for? Do they have any family members or friends who have any real estate needs (sale, purchase, investment, refinancing ...)? Give them the quality of service and attentiveness that they have grown to expect from their favourite real estate agent!

Afterwards it will be easy to follow up in writing or by e-mail confirming your business relationship and specifying that the customer authorizes you to contact him or her periodically. What if he or she refuses? Put that person on your personal do not call list and don't worry about it; their attitude clearly indicates that they would not be of any future help or business so it's no loss!

Also, you can still go knocking on doors because this is not forbidden by the new law.

Sorry to be the barer of bad news... but solicitation in our profession is not on the verge of disappearing! And as good sellers, you are proud to do it!

Here's the good news:

According to the Canadian Radio and Telecommunications Commission (CRTC) website:

"The National DNCL filters out consumers who do not want to receive unsolicited calls. This helps ensure that the households you do contact are more likely to be receptive-streamlining your calling process and potentially improving overall response rates."

And there you have it!

It is important to note that through maintaining regular communication, you let your customers know that they are important to you! Show that you think of them by providing valuable information such as advice on how to make the most of your services, notifying them of upcoming events and with statistics and new listings that could renew interest in the services you offer. You could also inform them of your `business colleagues' special offers. In short, it pays to stay in regular contact with clients and friends!!

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

Realty-Success Quote of the Month

«It is important to associate yourself with people of the same level of professionalism, image and values. » Volume II

We hate spam too!

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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 translates 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

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Answer Immo-Succès!

Objections	 Response	Close the discussion and sign!
<p>We will call you; we want to think about it first.</p>	<p>It is a good idea... and since three heads are better than one... let us think, aloud ... together... tell me... what do you want to think about? What worries you? (...) You are right... this is a big decision... isn't it? On the other hand... the decision must be based on what you want ...Correct...? Reconsider the motivation ...☺</p>	<p>Let's do this... sign the contract this evening... on condition of your approval within 24 hours... in this way, we will all win... can I explain to you how? I will call you tomorrow morning... and all you have to say to me is quite simply... yes... or no. If you say no ... I will cancel the contract and you will not have any obligation... If you say yes... I will start the marketing launch of your property...immediately ☺</p> <p>Let's sign the contract</p>

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