



REALTY-SUCCESS
SYLVIA PERREAUT



OCTOBER 07 2008

EDITION 1, NUMBER 10

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 determine my profitability before determining my commission rate!

Your REALTY-SUCCESS Affirmation of the Month :

"My contribution as ambassador IMMO-SUCCÈS is for the good of our profession!"

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

"I guarantee you that the top agents of each of the five great franchises of Quebec are not those who only charge 5%!"

Real estate agent; From dream to reality! Page 283.

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The Realty Reality of the Month: October 2008

To Read This Month: **When the real estate is doing well, it must do well for everyone! And, one must expect to be paid!**

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

When the real estate is doing well, it must do well for everyone! And, one must expect to be paid!

I would like to remind you that, during the last profitable years of the real estate in Quebec which one has just experienced, **your commission rate** fell dangerously due to the unfortunate competition that you had between yourselves!

Desperate to sign a contract at all costs, you yielded to the pressure of the seller, but especially to the pressure of your competitors. Everyone reduces, including me...while saying: "I don't have a choice; I am not worth more!"

Only 10% percent among you could resist this calamity by your great confidence in your expertise and with solid selling techniques to convince and sell your services at a reasonable rate. You hold, in this category, a large market share and one confirms it thanks to your selling qualities and with your "sold" signs everywhere. But 90% among you, without these winning/trusting qualities, gave up under pressure.

Sadly, the only winner in this unhealthy competition was the owner-seller! However, never before did one see such a profit in real estate investment in Quebec and you reduced this share of the profit while agreeing to cut your commission.

Many will say no to me, that it is the seller who, in this extraordinary market, was more independent to entrust his property to us and forcibly compelled us to reduce our rate under the threat of not giving us the contract. However the evidence shows that you had a great share of this market. The sellers trusted you more than ever if they were not obliged, by the circumstances, to entrust their property to you, for let us not forget that you hold what is most valuable for them... "The buyers!". They continued to prefer to work with an agent to purchase a property and they used all the professional advice that you offered them with, however, with the impression that it does not cost them anything.

Moreover, you believe that the properties are being sold also more expensively, therefore you are not losing and do not deserve as much? Wait to see the account of your expenditure at the end of the year and you will understand! In those days, gasoline was less expensive, you used less paper, you did not need a Blackberry, a computer, an Internet line, a " Billboard" on the motorway or at a rear bus, hyper-insurance responsibility and finally, you are of running everywhere, because the MLS system allows you this possibility of selling properties everywhere in Quebec!

Your small sector firm in the area used to gave you a good living and that too, with few expenses... a few years ago, yes; but now we are in a totally different context.

The reality of today is no more the same, one gets along! When the market goes down, our seller will not have sufficient profits on the sale of their properties and we will be forced to reduce our rates by pity, at this time, I will respect your decision to do voluntary work. But for

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the moment, since the real estate is still doing well, it must be going well for everyone! You do not have to be ashamed to get what you are worth. When you are confident and professional, you deserve what you get! This is what we call pay for result!

This value of our expertise must be respected by all and be, as far as possible, consistent and profitable. Isn't this the goal of our industry and the essential purpose for us, to work so hard?

The law of competition prohibits us to fix a rate for the entire profession, but it does not stop us from being profitable and even remunerative. This choice is up to you and it is not so difficult to calculate. Moreover your rate is high plus it is paying! And will be lucrative for everyone in our industry, by the respect that one will gain there. Therefore, instead of going downward systematically, sharpen your expertise, your sales knowledge and especially be daring enough to get paid. You must know how to resist the pressure of your competitors who, at this rate, will now no longer exist or will be starving!

If you want to survive the changing market which awaits you and you know that you lack one of these essential qualities: A trusting/winning spirit, intelligent replies to the objections and convincing arguments of professional sales person, then follow the required training which will teach you these.

The consumers are ready to pay for your expertise and your selling skills. They do not always make deals with the least expensive, no more than they only wear clothing from Village des Valeurs or drive Lada brand cars! They are ready to pay for quality and they are not easily fooled. They want to make deals with those who win and are good. They want to make deals with the best, so to speak!

Are you among these?

I hope you take the road to success and never forget that you are a good salesperson and be proud of it. You are honest and motivated. Do not let anyone believe otherwise, especially not yourself.


I wish you REALTY-SUCCESS!!

News from Sylvia!

I would like to cordially thank the new IMMO-SUCCESS ambassadors whom I nominated and met since 1st September at all the events where I could address you because, your support, your applause and your ovations sincerely touched me. Your many references and registrations for my training and conferences assure me that I must continue to propagate this message of pride. Thank you and do share this with the other!

Much Love, Sylvia

Responses for Realty-Success!

Objections	..  Response ..	Close the discussion and sign
We want you to cut your commission.	☺ ☺ No... ☺ Have you any other questions? (Firmness is essential) He has the right to try and you to keep smiling. ☺ Do not show any sign of insecurity, your self confidence will pay!	Let's sign the contract together and I will prove to you that I deserve it. Sign the contract here! ☺☺

You have questions, testimonials or need more information, email me at: info@immo-succes.com
As a subscriber to the IMMO-SUCCESS month, you have the privilege to receive this email. If you no longer wish to receive emails you can unsubscribe. Reply to this email indicating in the subject box: "Please Unsubscribe".