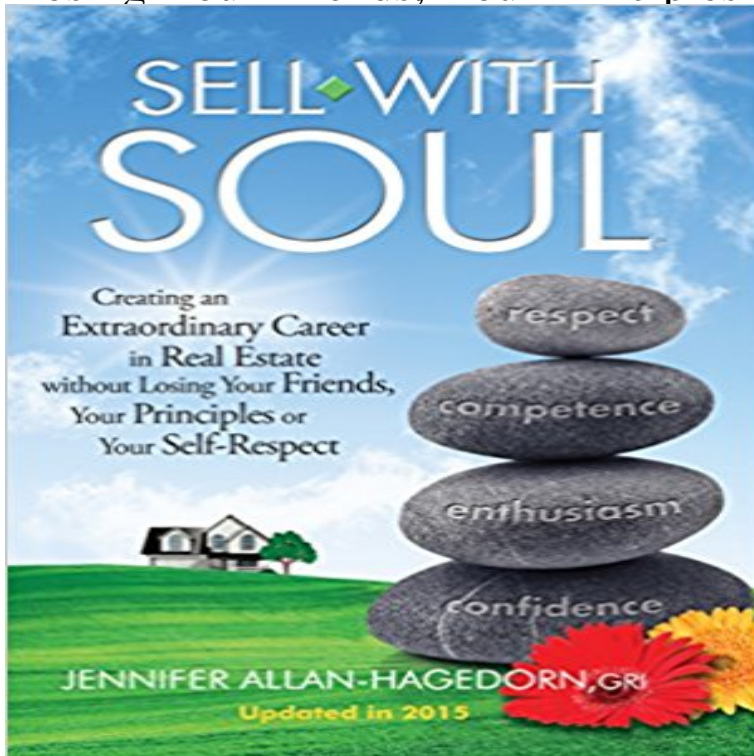


Sell with Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your Self-Respec



Even in so-called boom markets, rookie real estate agents almost always find their new careers to be harder than anticipated. Statistics quote figures ranging from 70% to 95% dropout rate for first year agents and it's common knowledge in the industry that only a small percentage of the licensed agents are making enough money to live on. Why is the failure rate so high? Is it a matter of unrealistic expectations? Maybe. A lack of enthusiasm? Probably. A lack of support and training? Definitely. What agents need is good solid training on how to competently sell real estate and Jennifer Allan-Hagedorn's book *Sell with Soul* offers just that. The book takes on the tough issues of survival in a slowing housing market and provides a blueprint for success to help new agents navigate the critical first year and beyond. *Sell with Soul* comes complete with checklists to help agents keep on top of listings and contracts, step-by-step guidelines for building a thriving real estate practice as well as anecdotal examples of real world real estate dilemmas and solutions to them. Yet the book is so much more than a rookie survival guide. The author discusses such touchy subjects as commission discounting (she's all for it), buyer agency (don't push it), prospecting at open houses (do so with caution) and generating bidding wars (it's your duty). Practical advice is offered on everything from building a loyal client base to marketing listings to negotiating inspections and even handling pricing objections. *Sell with Soul* focuses on helping new agents become competent at their craft, so they can be confident with their prospects and clients. This confidence enables them to stay true to themselves because they will have no need for the Old School prospecting strategies and aggressive closing techniques that force many new agents out of their comfort zone.

Readers consistently praise the readability of *Sell with Soul*, commenting that it reads

almost like a novel instead of just another business self-help book. The book is written in a casual voice, with a relaxed style that is noticeably different from the more authoritative voices of the competition.

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Principles or Your Self-Respect. 4.17 (165 ratings by **SWS STORE Sell With Soul** Sep 26, 2013 Jennifer Allan-Hagedorn on real estate contact management Jennifers books, Sell With Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your Self-Respect, If Youre Not **About Jennifer Allan-Hagedorn Real Estate Writer - Sell With Soul** Editorial Reviews. Review. I am reading every real estate related book I can get my hands on, Sell with Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your Self-Respec - Kindle She urges agents to respect the intelligence of their clients, rather than attempt to insult **Sell with Soul: Creating an Extraordinary Career in Real Estate Sell with Soul: Creating an Extraordinary Career in - Google Books** Jul 11, 2008 The NOOK Book (eBook) of the Sell with Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your. Estate without Losing Your Friends, Your Principles or Your Self-Respect . that it reads almost like a novel instead of just another business self-help book. **Selling Soulfully with Jennifer Allan: About** CHAPTER 9: HOME-BASED BUSINESS OPPORTUNITY #8: REAL ESTATE ON THE WEB: National Association of Realtors, . Americas ON THE SHELVES: Sell with Soul: Creating an Extraordinary Career in Real Estate Without Losing Your Friends, Your Principles or Your Self-Respect by Jennifer Allan

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