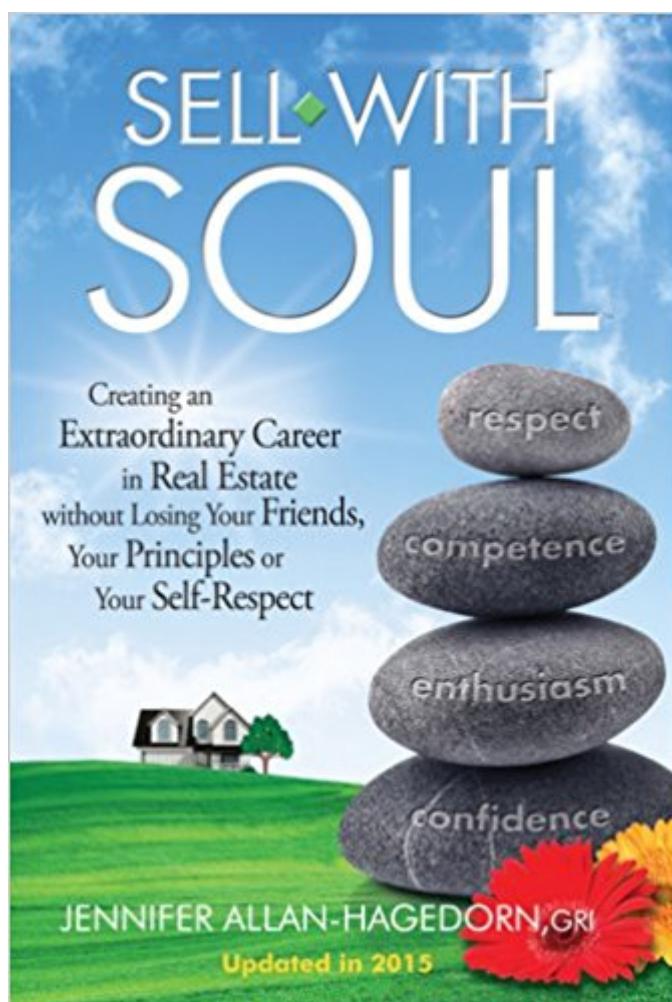


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# **Sell With Soul: Creating An Extraordinary Career In Real Estate Without Losing Your Friends, Your Principles Or Your Self-Respect**



## Synopsis

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 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.

## Book Information

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## Customer Reviews

"I am reading every real estate related book I can get my hands on, including big names like Ferry and Keller, and by far, have found your wonderful little book the most useful, helpful and entertaining. It is packed with information that is not taught in the real estate course and that is invaluable to a new agent. I can't say enough good things about your book. I admire your professionalism, your heart and ethical conduct; you are the agent I aspire to be once I am in the business." Jamie Carlson, SK Canada --Reader Review

"You are my hero! I loved your book. It was extremely well-written: conversational and informative without being preachy or condescending. Your message is like a session with a patient mentor." Michelle Somers, New York --Reader Review

"I read Sell with Soul last night and ended up dog-earing most of the pages. I laughed, I cried... at one point, I started to wonder if you had been stalking me during my first year! I wish I'd had the book then. You're an excellent writer and your book gave me some creative ideas and solutions to problems I still face thank you!" Robin Rogers, San Antonio, Texas --Reader Review

Jennifer Allan-Hagedorn was a top producing real estate broker, a published author, a speaker and a trainer. Her books show agents how to jumpstart their careers so that they can experience success before they become discouraged and risk being just another real estate statistic. Jennifer began her writing career after ten years of selling real estate successfully in Denver, Colorado. She was dismayed at the low level of professionalism she frequently encountered in the real estate industry and, with her "soulful" message, hopes to encourage the real estate community to self correct the negative stereotypes of the profession. Jennifer's message to agents is that they should strive to be competent real estate advisers, rather than competent real estate prospectors. She urges agents to respect the intelligence of their clients, rather than attempt to insult that intelligence with aggressive closing techniques. She preaches that agents should appreciate the significant commissions paid by their clients, rather than complain that they, themselves, are not appreciated. Allan-Hagedorn is the author of five books about real estate and one of the industry's most popular bloggers.

Your financial success in real estate will be dictated by your ability to attract clients, and there is

more than one way to do that. In that sense, it is a sales job - just as is any entrepreneurial business venture - whether medicine, law, or a corner store. Your ability to do your job effectively has very little to do with selling; real estate is a consultant role that requires homework, attention to detail, project management/ customer service, marketing common sense, and some negotiation skills. Top producers are oftentimes not the agents who do the best job representing their clients. (Despite what every top producer will tell you... Ask agents on the other side of their transactions - many top producers "churn and burn" their clients. Many of them also do an outstanding job) In this book, the author demonstrates an approach to building your business by establish domain expertise and growing your network... Much like other professions do. Do the more traditional real estate models work? Absolutely, and that is not debatable. They are also the reason that real estate is associated with so many negative stereotypes; anyone who disputes that contention needs to stop playing opossum. ~80% of people selling their home speak with 1-2 listing agents... Those who constantly promote themselves will often get calls (and a likelihood of closing) because they may be the only name the prospect knows to call. The question is "How do you want to run and grow your business?" Her method is akin to the "Jerry Maguire" model for the RE profession - and she has proven you can have tremendous success, while maintaining your dignity and personal relationships. If your goal is to be the highest producing agent in your Metro area and you are comfortable with shameless self-promotion - then committing yourself to the "traditional model" may be a better option. It is copied because it can work, even if it is oftentimes shameless. If your goal is to grow your business by being competent at your craft and putting client interests first - while making a very nice living - then this book might be for you. Word of caution: her path is not the complacent one, and it STILL involves a LOT of time spent prospecting. It's just that her approach is more of one where you "earn the business through credibility and relationships" as opposed to "asking everyone you know for a favor before you've done a single thing for them". If you are one who believe you should offer help before asking for it - then "selling with soul" might be your style.

So far I like what I have read. I think it is helping me with my decision to enter real estate, but the author also does a good job of personalizing her experience in the field. My thoughts are either you go along with what she is saying, or you have another way to attack the market. Overall a great read.

I book is a must have I loved it so much this is my 1st book review. My head was spinning from all the classes we needed to take once I was hired to the point I sat for months over that summer

thinking what am I doing? I believed I was a four way stop and not sure what way to travel. This book was like following the yellow brick road. Easy to read and I had one after another aha moment. I am excited to be me and a clear road to travel on.

This book is terrific! After being in this business for 14 years, and trying to change my behavior to align with sales advice that goes against my grain, I hit pay-dirt. Finally there is a system that is comfortable and effective for people like me. Her philosophy and approach gives validation to the beliefs I have held, but hardly revealed, all this time. It's great for both new and seasoned agents who don't have that bold sales personality.

As someone who has pondered entering real estate sales not once, not twice, but probably half a dozen different times since graduating from college, I wish I would have found this book 10 years ago. I might not have wasted so much time looking for happiness in my present low-income-potential career as an editor. I have always been in love with the idea of managing myself while helping people fulfill their dream of finding The House, but I kept having second thoughts because I don't have the extroverted sales-y personality. In this book, which I was not able to put down, I found the insight and realistic tips to give me the confidence to pursue this major career change and not feel like I'll be doomed to failure due to my introspective nature. Unlike so many of the books I've read that are filled with somewhat empty rah-rah spiels on the importance of cold-calling (which strikes fear in my timid heart), Jennifer focuses on reminding the reader to look inward and examine the individual skills and strengths they bring to the table---then gives concrete examples of how to apply those skills. As I read, instead of feeling like I was attending a high-priced training seminar, I felt like I was having coffee with an old friend with experience in the industry who wanted to see me succeed. She emphasizes that becoming a Realtor involves so much more than being a good salesperson; first and foremost, you must be a good problem-solver. One of the most important tips I learned, however, was to reconsider easing into a career transition to real estate. She emphasizes that if you cannot dive in wholeheartedly, you WILL have difficulty succeeding. If you work first as an assistant, you WILL have difficulty overcoming that role in the eyes of your colleagues. If you work for a year but aren't able to put in enough hours to learn your market and earn a decent paycheck, you WILL become disheartened, and your lack of confidence will be transparent to potential clients. She advises that if you're worried about having a little nest egg to fall back on in your early lean months, pick up a second low-stress job for a year to earn some cash to sock away, and THEN jump into real estate with both feet. Thank you, Jennifer, for changing my

perspective and giving me the courage to lay the proper groundwork and finally pursue this career!

Excellent ideas. Great map for what to do at each stage of your first year. The author seemed a little angry in her delivery which I didn't care for but her strategies and her progressive guidance on how to best master each aspect of being in a real estate career is something I will refer to often. I REALLY liked a lot of her ideas.

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