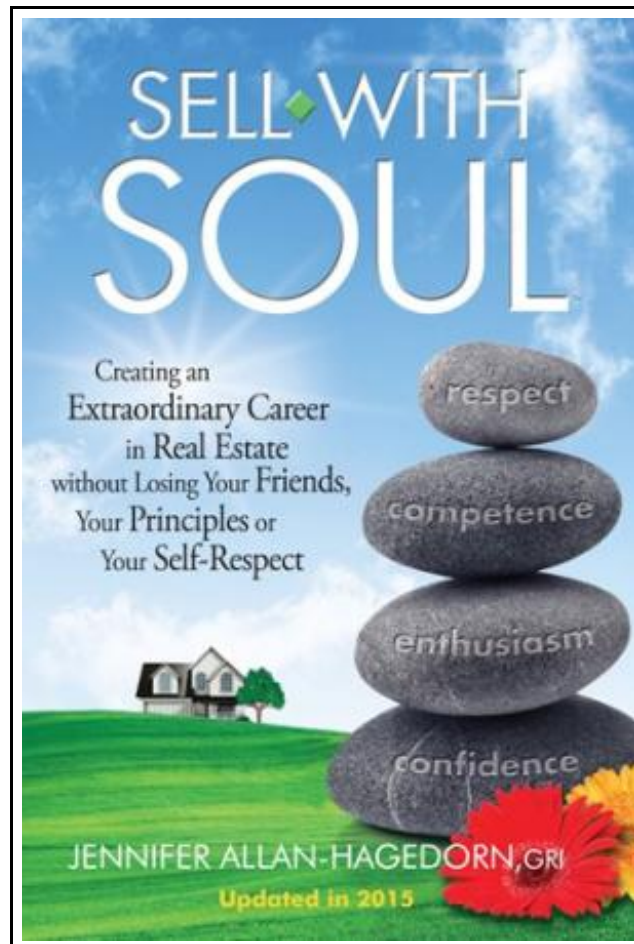


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(Trevion O'Hara)


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Bg Books. Paperback. Book Condition: New. Paperback. 233 pages. Even in so-called boom markets, rookie real estate agents almost always find their new careers to be harder than anticipated, but today, even experienced agents are failing in record numbers. 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's book *Sell with Soul* offers just that. The second edition of *Sell with Soul* has been updated to reflect the realities of today's more challenging real estate marketplace. 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...

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