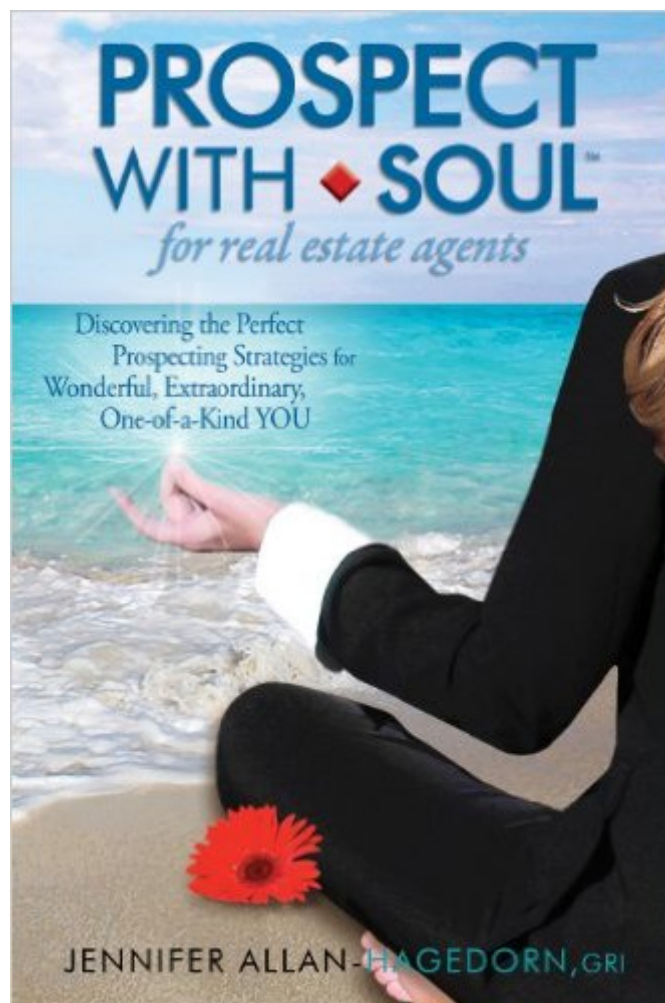


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Prospect With Soul For Real Estate Agents: Discovering The Perfect Prospecting Strategies For Wonderful, Extraordinary One-of-a-Kind YOU



Synopsis

"Believe nothing, no matter where you read it, or who said it...unless it agrees with your own reason and your own common sense." Buddha (mid-5th century BC) "Trust Your Gut." Jennifer Allan-Hagedorn, GRI (early 21st century) It's such a simple concept, but one so often dismissed in the real estate training industry - trusting your gut instincts, even when prospecting for business. Strike that; especially when prospecting for business. In this third book of the "Soul" series, Jennifer Allan-Hagedorn helps new and experienced real estate agents discover the perfect mix of prospecting strategies to best suit their unique personalities, strengths and goals. She accomplishes this NOT by insisting that they venture out of their comfort zones and implement strategies that feel unnatural (or even "icky"), but rather by following the Golden Rule of Prospecting: Prospect Unto Others as You Would Like to Be Prospected Unto. In Prospect with Soul, Jennifer examines more than a dozen traditional prospecting methods and shows agents how to "soulfully" tweak them to better apply and appeal to today's real estate consumer.

Book Information

Paperback: 256 pages

Publisher: Bluegreen Books; 1st edition (May 11, 2011)

Language: English

ISBN-10: 0981672744

ISBN-13: 978-0981672748

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (54 customer reviews)

Best Sellers Rank: #387,330 in Books (See Top 100 in Books) #91 in Â Books > Business & Money > Real Estate > Sales #393 in Â Books > Business & Money > Real Estate > Buying & Selling Homes #503 in Â Books > Business & Money > Investing > Real Estate

Customer Reviews

After years of experience in customer service, I was considering a career change to real estate and was looking for a book with an experienced insider's honest view of what being a real estate agent is really like. This truly was the best one I found, and surprisingly, convinced me that I am most likely NOT cut out to be a real estate agent after all. First of all, while her writing is engaging, this book is a little conflicting. On one page, Jennifer says she is a Type A workaholic. On another page, she states that she is a "homebody", and has been called a "functioning hermit". Wait, what? Also,

although she says she has an introverted nature, as a fellow introverted personality, it surprises me that she has such a huge social circle of friends to lunch with and wine and dine; apparently enough to keep business flowing her way without a lot of grueling prospecting. While all of this sounds great to those of us with an aversion to hard-core selling and prospecting, something tells me that her best years may have been those before the sub-prime crisis brought the unbridled home buying market down. I suspect that it takes a lot more effort in these times, at least in my area, to find qualified and interested buyers or sellers (who aren't under water), than just relying on "fishing from the friendly pond" via cookouts and ladies who lunch. There is great information and guidelines in this book, and I would definitely refer to it, and often, if I were going to become a realtor. Her perspectives on what actually works, and what she has found to be a waste of time and money, are very useful. I would have liked her to expand on her personal experiences a little, such as why real estate agents don't like running Open Houses (here she says draw your own conclusions.).

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