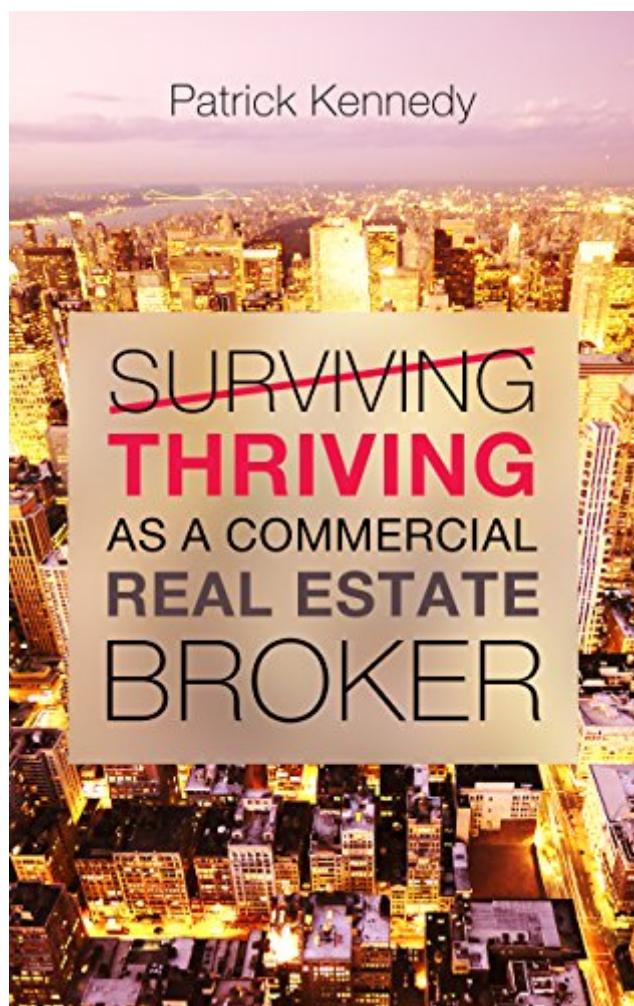


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# Thriving As A Commercial Real Estate Broker



## **Synopsis**

Do you want to make 6 figures your first year in the business? This book can get you there. Commercial Real Estate is not an industry for the feint-hearted or rejection-sensitive. The barriers to entry are incredibly low, saturating the industry with unqualified people while the top producers hold the keys to the kingdom. It can make competition fierce. What can a potential young broker just starting out do? In this book, Patrick Kennedy describes methods by which a broker will be able to find out if this is a fight worth fighting. He will give you the tools in which you can keep up your motivation and not sweat the random events that may fool you into thinking you are off-course. Ultimately, he will provide you with a framework to hold yourself accountable to the thing that matters most: building your book of business. The work may seem unsexy, challenging and glamor-less, but following it will certainly provide you with the best chance of success you have in the inherently foggy world of commercial real estate brokerage.

## **Book Information**

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## **Customer Reviews**

I'm a commercial real estate broker who has read quite a few books about sales to try and improve my skill set, but this one stands apart. This book was a revelation. While I've read a number of

books detailing methods one should employ to gain the trust of others and make sales, I've never read anything like this--a book that focuses not on methods to employ in pitches or skill sets to utilize to reach your goals, but one that gets to the heart of the sale and makes you question and evaluate the underlying assumptions behind not only your methods but the very forces that drive you. Don't get me wrong--doing so is hard work, work I'm still doing and will be doing for a while, but I will say that this week after three fallow months I closed a deal that will net me more than I made last year, one I approached both with my client and with the landlord completely differently based on what I learned in this book. 10% of brokers make 90% of the deals and the reasons and approaches responsible for that which are examined in this book are eye opening to say the least. I can't recommend this highly enough.

I picked up this book on a whim, thinking that I may start moving away from residential to commercial sales. I'm glad I did. This is full of some fantastic insights and provides a clear path to get your head right before moving into the techniques side of real estate sales. It echoes the concepts of Steven Covey's 7 habits as well as Gary Keller's Millionaire Real Estate Agent without diving too deep into the theoretical/academic (Covey) or moving quickly from motivation (Big Why) to lots of technical details (MREA). I originally bought the audio version then got the Kindle version to review concepts and have read both more than twice. As a point of reference, I am a licensed real estate agent in CA & NV, currently specializing in residential & small investment rental properties (up to 6 units so far). I've been buying/selling my own investment properties & flips since 1999 and got licensed in 2009. I'd recommend this book to anyone looking to clear the decks mentally and free up that mental energy to focus on what you really want from the business. Bravo Patrick, well said. I'm looking forward to the next book!

Patrick has distilled the profession of sales to the reality of where success in sales and in life comes from...the unique motivation(s) of the sales professional themselves. To understand one's motivations is to simplify one's life, liberate one's soul, expose reality to the sales professional themselves he says here. Clearly he has raised the bar in books like this to move the focus to the unique "Why" of individual philosophy rather than the "How" of technique and tactics. A great read and reread for anyone interested in gaining a more meaningful life in the commercial real estate brokerage business.

This is a different take on real estate and completely worth listening to. (or reading but the fact that

there was an audible done by a guy with a sweet British accent made it even easier to listen to)

Simply put, this book is a must read for any sales manager. I manage a sales team that sells SaaS solutions and has nothing to do with real estate. When my friend who is a commercial broker recommended this book to me, I politely dismissed the recommendation and assumed the subject matter would not be applicable. When a second friend in a different industry recommended the book, I began to take the recommendation a little more seriously. After reading a copy myself, I made this book mandatory reading for my entire team. Although written from the perspective of a commercial real estate broker, Mr. Kennedy's book proves to be an accessible and essential read for sales professionals in nearly any industry. The truth is you cannot succeed in sales unless you have a clear focus on your goals and a rigorous and organized process; I have preached this principle to my staff. Mr. Kennedy's book skillfully combines the principles of academic motivational research with a pragmatic business acumen; the result is a refreshingly well-written guide that encourages the reader to not only assess their strengths and goals, but also offers an easy to follow methodology for ensuring rigor of focus on the underlying processes that lead to sales success.

Kennedy has used his background in experimental psychology to master the art of sales. This is not just another book with the same old ideas you've heard a million times. Get ready to be surprised by a truly original thinker.

I've been working in the commercial real estate world for about 6 or 7 years now, and while always managing my way to a comfortable existence making ends meet, I knew I could be closing more deals. Always wary of anything resembling "self-help" books, I decided to give this new ebook a shot on a recommendation by a friend, and to be perfectly honest, it kinda blew my mind. While one may feel they understand the industry based on the experience of working in it, there is always something to be said of getting at the underlying psychology of it. It's like the difference in knowing a lamp turns on and understanding why it does. Kennedy brings this nuts and bolts aspect to an industry full of people assuming they know what they're doing. You still have to work at implementing the ideas yourself, but here is provided a new basis on which to attempt making a seriously good life out of an industry full of competition. Definitely recommending this.

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