



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

*Jennifer Allan-Hagedorn*

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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.

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#### **Julie Gailey:**

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#### **Curtis Graham:**

Playing with family in a park, coming to see the sea world or hanging out with close friends is thing that usually you will have done when you have spare time, in that case why you don't try matter that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love Sell with Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your Self-Respect, you could enjoy both. It is good combination right, you still wish to miss it? What kind of hang type is it? Oh occur its mind hangout men. What? Still don't understand it, oh come on its named reading friends.

#### **Kelly Jackson:**

With this era which is the greater man or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple strategy to have that. What you have to do is just

spending your time very little but quite enough to have a look at some books. On the list of books in the top listing in your reading list is definitely *Sell with Soul: Creating an Extraordinary Career in Real Estate without Losing Your Friends, Your Principles or Your Self-Respect*. This book which is qualified as *The Hungry Inclines* can get you closer in getting precious person. By looking upwards and review this guide you can get many advantages.

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