



REALTY-SUCCESS  
SYLVIA PERREAUT



FEBRUARY 19 2010

EDITION 3, NUMBER 3

IF YOU ARE HAVING DIFFICULTIES READING THIS MESSAGE, [\\_PDF](#)

[www.immo-succes.com](http://www.immo-succes.com)

**Read the Realty Reality of the Month Archive**

***Tricks of the Trade:***

« **Learn to say no!** »

**Your REALTY-SUCCESS Affirmation of the Month :**

« I am consistent with my prospection; my new listings are as consistent as my sales »

**REALTY-SUCCESS In your area! Our Conference :**

***Are you your worst client***

Conferences (60 minutes) that can be given in your area or at your office. For more information, visit the Training and Conferences page at [www.immo-succes.com](http://www.immo-succes.com) or call us : 450-661-3480

**Realty-Success Quote of the Month**

« Continue along your path to success and work toward achieving your goals and no one can hold it against you. »  
Agent Immobilier du rêve à la Réalité! P.209

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## **The Realty Reality of the Month: March 2010**

To Read This Month: **Do You Have A Case Of Spring Fever?**

Don't forget: **The REALTY-SUCCESS  Response of the month!**

### **Do You Have A Case Of Spring Fever?**

"I don't have time ... I'm missing time ... I'm in the home stretch, I take everything I can, it's spring!" Phew! Are you suffering from a fever this year?

One of my good clients, who has completed his business plan and is following it by consistently getting listings, is missing his [coaching appointments](#). When I finally reached him he told me that a week earlier, two of his buyers had gone with another agent and he had worked for them all weekend! He never works weekends too! Probably exhausted, he could no longer see clearly.

Here are his results over the two years I have worked with him:

A strong listing agent, he lists 2 to 3 properties per month and he sells 2 per month, every month, in both good and bad markets!

Average sale price in his market: \$ 250 000

Average compensation per transaction: \$ 10 000 (listed at 7%, he keeps 4%: \$ 10 000)

2 transactions per month: \$20 000 x12 = \$240 000 / year

One of his objectives with his coaching sessions is to learn how to enjoy a more balanced life!

So why does he panic every year around this time?

Perhaps it's a bad habit? Do the other agents he works with in his office give him a shot of panic once a year? Is it the influx of calls he gets during this most important time of year?

My question: In having a number of good listings, collaborating agents will require much more work from him this time of year, so why does he insist on working with buyers as well? I recommended that he refer 25% of the buyers he receives to a new agent in his office and to focus all his time and energy toward maintaining the same rhythm. By doing this he won't end the spring season exhausted as in years past, but perhaps with some reference checks that will pay for his summer vacation!

There are still sales throughout the rest of the year that we seem to forget about; an experienced agent should sell at least two to four properties monthly. During the busier weeks and months, he could sell more depending on his ability to list. That is the key to success! For this there are no seasons. I therefore recommend regularly listing properties throughout the year, and listing as many as you can! You can enjoy a consistent level of success and not have to wait until spring to receive your first commission checks.  
You must focus your approach to real estate on getting as many good listings as possible and not the number of transactions, which will ultimately follow!

### **You can not reap what you have not sown.**

The spring still remains, despite transactions spread throughout the year, the most important time of year to sell in real estate. Yet I never cease to create action and to prospect during my downtime as well as maintaining a solid base of active listings so I will not suffer from the ups and downs that can be so often felt in this profession

**I hope you take the road to success and never forget that you are a good salesperson and be proud of it. You are honest and motivated. Do not let anyone believe otherwise, especially not**

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Sylvia's New Video?  
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yourself. **I wish you REALTY-SUCCESS! Much Love, Sylvia**

### News from Sylvia

**I have a GOOD problem!** I don't have enough books! 30 boxes of my French books which once sat in my basement are now all sold and I had to replace them! I am sorry for those of you who are waiting for orders and I thank you for continuing to refer me to Real Estate Agents and Brokers across Canada! My writing of my English book is going well ;-) )

**I entered the studio** to start recording two new CDs – Affirmations for the Amazing Salesperson (French AND English) that will be available soon! They will be released in conjunction with my 2 new e-books! I continue my office tour across Canada and I am looking forward to seeing you on March 24 and 25 in Montreal and Boucherville for my one-day training sessions entitled «Painless Prospecting! »

**See you soon, Sylvia**

## The Realty-Reality News of the Month

**Sylvia goes on tour! Montréal, Laval, Québec, Eastern Country, Laurentian's et Gatineau in French and Ottawa and Toronto in English.**

**Brokers, owners and directors:** Ask for a free visit from Sylvia! If you provide the coffee and a corner of your office, Sylvia will motivate your staff for 30 minutes with tips, ideas and stories that only she can tell! Be the first to book her!

**New date just been added!**

**Agents, brokers and mortgage brokers:** Here is your chance to be trained in sales by Sylvia during her Spring tour! **Painless Prospecting!**

Only 249.95 \$\* **What's included :** A full day with **Sylvia Perreault**, author and lecturer, a **Memory Key of the Key Questions**, 15 minutes of **private coaching**, a digital **e-book of Affirmations** (retail value: 24.95 \$\*), free parking and a free subscription to the Realty-Success of the Month newsletter. We accept VISA, MASTERCARD et AMERICAN EXPRESS. \*(+ taxes)

24 mars : Hotel Ruby Foo's, Montréal

25 mars : Hotel de Mortagne, Boucherville

To reserve your place fast, just follow [this link](#), and select the city nearest you or take the opportunity to invite Sylvia to speak in your town!

**P.S. 1 :** Since there are a few days open in her schedule, there is an opportunity to meet Sylvia Perreault for private consultation. Ask about her reasonable rates!

**P.S. 2 :** All our courses are now available in full day format!

**"You want to follow me on networking sites? (Bilingual)**

Linkedin: <http://www.linkedin.com/in/immosucces>

TWITTER: <http://twitter.com/SylviaPerreault>

Youtube: <http://www.youtube.com/immosucces>

Facebook: <http://profile.to/sylviaperreault>

Groupe Immo-Succès/Realty Success on FaceBook : <http://tinurl.com/not3dv>

**Blogs :** ACTIVERAIN: <http://therealtyrealityblog.com> (en anglais)

Localism: <http://localism.com/neighbor/sylviaperreault> (en anglais)

## Responses for Realty-Success!

Objections	 Response "	Close the discussion and sign
I already have a serious buyer!	<p>☺ <i>Why haven't they already signed an offer to purchase then?</i></p> <p><i>Mr. and Mrs. Seller, I sincerely believe that you have perhaps found a good buyer, but how will you get them to sign an offer at the price you want? I am the right person to act as the intermediary, because I will listen to your need and I am determined to do all that I can to sell your property quickly and hassle free with that serious buyer.</i></p> <p><i>Trust me. We will be shopping together for your new home in a few short weeks! ☺</i></p> <p><i>Isn't that what you want??</i></p>	Then, <b>let's simply sign the contract...</b> so that I can help you get what you want... as soon as possible ... that would be excellent no? ☺ ☺ ☺ ☺ <b>Sign the contract here!</b>

You have questions, testimonials or need more information, email me at: [info@immo-succes.com](mailto:info@immo-succes.com)

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