



REALTY-SUCCESS
SYLVIA PERREAUT



MAY 19 2010

EDITION 3, NUMBER 5

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

www.immo-succes.com

Read the Realty Reality of the Month Archive

Tricks of the Trade:

“My remuneration is a business decision that concerns **me**.”

Your REALTY-SUCCESS Affirmation of the Month :

“I am not negotiable because I know the value I bring to the table!”

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 or call us : 450-661-3480

Realty-Success Quote of the Month

“Help me destroy the myths and urban legends that cause us grief!”

Agent Immobilier du rêve à la Réalité! P. 350

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The Realty Reality of the Month: May 2010

To Read This Month: I suggest praise and recognition as your principal form of remuneration!

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

I suggest praise and recognition as your principal form of remuneration!

This **REALTY REALITY of the Month** is largely inspired by my **REALTY REALITY** tour across the province and the memorable experiences I had. I was impressed by the quality of the agents and brokers I met, by your great devotion and passion for your business and your clients. All the offices I visited seem to have a more than favorable market, but it's still true that in each city, the same speeches and same concerns remained.

- “There's a new type of player in our region and we didn't know about it before this! And now, we don't know how to react!”
- “This broker/agency/business in our area has announced a supposed reduced commission, lower than what I've been charging for as long as I've worked!”
- “The seller is always asking me if I am ‘negotiable!’”

It seems, more often that not, that the subject of remuneration is your worst nightmare!

However, this results-based reward system exists (and has for at least 100 years!) and whatever percentage you will present, 7%, 6%, 5%, 4%, or even 1.14% like I've seen, people will still try to negotiate with you!

Yes, in America just like the rest of the world, we negotiate! We haggle for cars, property, work, renovations, services, etc. We negotiate **everything!**

So, since you are paid by commission for the results you provide, and that you are alone in front of your client justifying your rate, it's the right time to remind you that no one has hidden this enormous challenge of your profession!

Will you finally learn how to deal with it and get used to it?

We've known for a long time now that no matter the fee, the seller will always find it too high...either way, no matter what. So, to make him happy, and in recognition of the fact that he is entrusting his property to you to sell, the only solution you find is to reduce your fee. Lower and lower, without an end to this nightmare in sight, as messages from representatives of our Real-Estate groups, associations, and federations encourage your clients to perpetuate it! “We do a spring-cleaning of “peddlers” and well, the remaining brokers...negotiate them!”

<http://lapresseaffaires.cyberpresse.ca/economie/grande-entrevue/201004/30/01-4276021-finie-lepoque-des-peddlers.php> (French)

So Sylvia, what do we do? **Now, we'll ask only for recognition!** Yes! That will make us so happy! Isn't that enough for you to reassure you of your value? Admit it; we always receive plenty from satisfied clients. **And it's free! Forget money my friends; let's turn our business into something completely philanthropic!** This value will remain the only payment for your services. I know it won't be enough to put food on the table, but since everyone is doing it, do you really have a choice?

Hmm, I've always been taught the opposite when it comes to business but I must be old school! **But, if we were to put a price on it, how much would recognition be worth?**

Do you need
MOTIVATION and
COACHING?

Learn more :
450-661-3480

You need motivation
and private coaching
tailored to your
needs.

A program in English
with material and
content designed for
Brokers and agents
and payable in
Canadian funds.

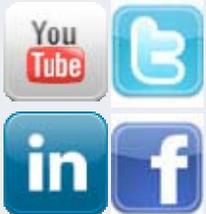
Call:
450-661-3480

Have you watched
Sylvia's New Video?
Great tips!

Please pass this
information along to anyone
in your contact
management system that
you feel would benefit from
reading it.

Please add "[Info@immo-
succes.com](mailto:Info@immo-succes.com)" to your white
list or address book in your
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Sylvia Perreault



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I'm feeling generous and to **recognize** the hospitality I received everywhere I went, I'm giving you [a gift](#) to determine it. It's classic – written and produced by the current president of the Québec Association (OACIQ), Mr. François Léger! Its an exhaustive list he graciously allowed me to include in my books (Page 289, Volume I, and page 200; IMMO-SUCCESS Tools), that, honestly, we'll give it to him, is the perfect description and essential for helping us recognize the agent's work and what we need to be appreciated!

80 Things Your Agent Does To Sell your house! (Follow the link)

Here's hoping that all my recognition will fill your pockets! ;-)

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 yourself.

I wish you REALTY-SUCCESS!!

Sylvia

News from Sylvia!

To see photos of the tour, click here: <http://tinyurl.com/27ad574>

After Gatineau and Quebec, it's back to Montreal for me. I'm continuing my tour of offices across Canada.

Get the Info on how to get a FREE visit from Sylvia!

Brokers, owners and managers: Get information on receiving a free visit from Sylvia! For a coffee and a corner of your office, she will motivate your agents for thirty minutes with advice, ideas, and anecdotes only she can tell! Be the first to reserve a spot by calling 450-661-3480.

Don't give up! Cheers, Sylvia.

The Realty-Realty News of the Month

Sylvia goes on tour! After Gatineau and Quebec, it's back to Montreal for me. I'm continuing my tour of offices across Canada till the end of June.

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Responses for Realty-Success!

| Objectio ns | ..  Response .. | Close the discussion and sign |
|---|---|---|
| In the papers, I hear an agent is negotiable? | <p>☺ In fact, it saddens me very much because clients are constantly encouraged to make the same error. Why? After we close a deal with all the skill and experience we have, we are often much more appreciated. I am the type of agent who is not negotiable because I know my own value and I know how to defend it, much like I would defend the selling price you want!</p> <p>Mr. and Ms. Sellers, I sincerely believe that you have found a great broker who will help you close a deal and have a pleasurable, worry-free experience — which I'm sure is what you want. I am the right intermediary between you and your buyer and you will be happy to compensate me if I succeed, and not if I don't. Trust me. We will visit properties together within the next few weeks. ☺</p> <p>Isn't that what you want? ☺</p> | <p>Then, let's simply sign the contract... so that I can help you get what you want... as soon as possible ... that would be excellent no? ☺ ☺ ☺ ☺</p> <p>Sign the contract here!</p> |

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

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