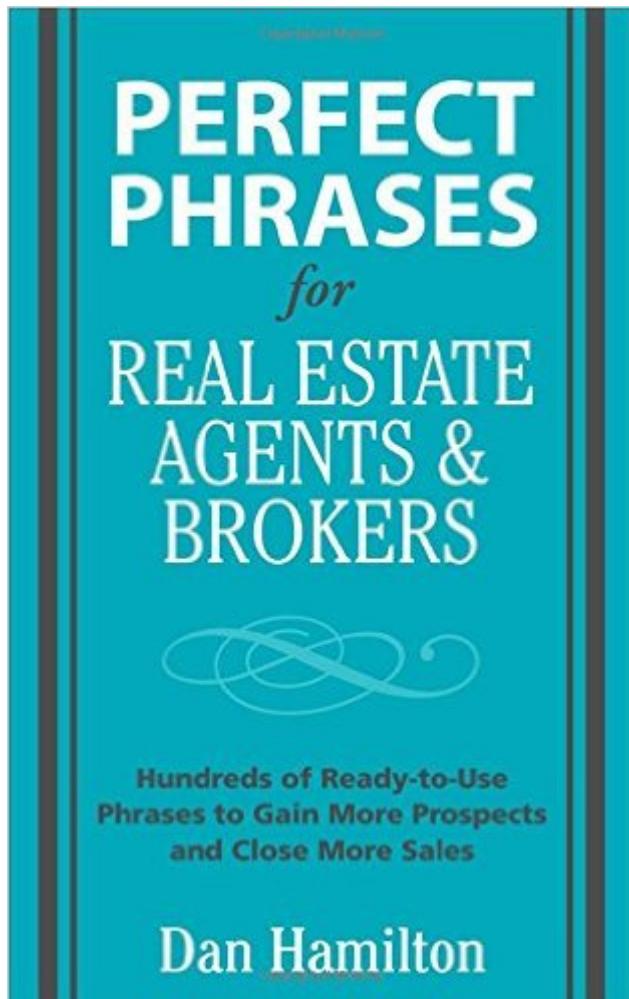


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# Perfect Phrases For Real Estate Agents & Brokers (Perfect Phrases Series)



## Synopsis

The Right Phrase for Every Situationâ |Every Time In our current real estate climate, it's more important than ever to have the right words at your fingertips. Whether you're new to the game or a seasoned seller, Perfect Phrases for Real Estate Agents and Brokers has just the right words and phrases you'll need to track down prospective properties and clients, manage transactions, negotiate terms, facilitate communications between buyer and seller, and close the deal. This easy-to-use, quick-reference guide gives you: Hundreds of quick, ready-to-use words and phrases Coverage of every situation you'll face, from meeting a new client to finalizing the sale Winning approaches that persuade prospects and generate sales Expertise from a top realtor educator and author

## Book Information

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Best Sellers Rank: #89,284 in Books (See Top 100 in Books) #17 inÂ Books > Business & Money > Real Estate > Sales #1147 inÂ Books > Business & Money > Marketing & Sales #1475 inÂ Books > Business & Money > Economics

## Customer Reviews

This \*would\* be a great book to have if it were brought up to date. It was clearly written a long time ago, for a long-ago culture and a different market. The concept is great, though. For example, there are uncomfortable topics where it would be really useful for an agent to memorize diplomatic phrases so they can get the point across without offending anyone. Bring it up to date and we'd have a winner. That said, if you dig deep, you can still find a small handful of useful tidbits in this book.

When I started real estate I bought five of what looked to be some of the top books in order to

prepare myself for interactions. What I soon found was that most of the material is the same recycled information. What's worse is that when actually interacting with people I soon found that the endless scenarios the books try to cover aren't even what happens in the real world. I couldn't even finish much of the books because in trying to learn hypothetical material it prevented me from being sincere and just simply asking the same questions and treating people the same way you would a friend. These books try to make you a salesperson, and that might be ok, but nowadays people can see right through most of this scripted stuff and you won't be making a sale because it's not from the heart. Once I stopped trying to learn the stuff in the books it was much easier to use common sense to interact with prospects and clients. That may not be the case with everyone.

Simple to read, does contain some fluff, but I did like some of the insight in the book---completely makes sense and I am very pleased I purchased it!! Does have telephone scripts for cold calls that come into the office and gives some basic phone etiquette lessons, which I liked.

As a 20+ year Real Estate Broker training an associate in a very difficult market I found this book excellent. Actually, some training companies used phrases and dialogues similar to this when I was training so many years ago. This book is the back to the basics...the real basics of Real Estate. I recommend this as a refresher for the old salesmen and brokers and the new agents. Refreshing, to the point and excellent dialogue. BUY it and go back to the basics! It works!

This book is so much more than phrases. It has very detailed scripts to use in your everyday business. They are natural conversational scripts-- confident yet not pushy. I think this book is essential to any agent who is serious about building their business. I have learned so much about how and why I should use these scripts. This book has found a permanent place on my desk-- and many of the scripts have been photocopied to use daily.

A lot of this book is common sense, but sometimes you just have to remember it and put it to good use. I will use this book on a daily basis.

This is helpful to give you an idea on places to start, but don't read it verbatim. Make it your own. Nobody likes to be scripted at, but it's great to use as talking points when used in everyday language.

Perfect, I was able to take several of these phrases and combine them with others I had been learning but weren't completely comfortable with to make my own scripts that felt natural. As a new agent these really helped me to communicate better and more importantly smoothly.

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