



Sell with Soul: The Smart Agent's Guide to an Extraordinary Career in Real Estate

By JENNIFER ALLAN

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In *Sell with Soul*, Jennifer Allan shares her rise from nervous rookie agent to successful real estate broker in this witty and relatable guide. This book is an answer to every new agent's daily quandary: "What do I need to do today and how do I do it?" *Sell with Soul* is written by a "real" real estate agent - one who is willing to share her early insecurities, mistakes and missteps with you. She describes everyday dilemmas and creative solutions, shows you innovative marketing plans and concrete organizational tools. Jennifer's simple strategies will save you a tremendous amount of time figuring out what works...and what doesn't. Most importantly, Jennifer shows that you can be successful and still have "soul" - that is, be an honorable, respectful person. That even though you're paid on commission, you can adhere to the "Golden Rule." This book is perfect for new licensees, but will be also be helpful for experienced agents looking for a fresh approach. Reader Reviews "I'm reading every real estate-related book I can get my hands on, including the big names, and by far, have found your book the most useful, helpful and entertaining. It is packed with information that is not taught in real estate school and is invaluable to a new agent. I can't say enough good things about your book. You are the agent I aspire to be once I am in the business." "In my quest to become the best darn agent I can be, I have read too many books to count. And none of them talked much about selling with integrity, much less making it enjoyable. I can't thank you enough for the very practical, doable, down to earth ideas you put in your book. I believe it will make a big difference for me."

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Editorial Review

From the Author

Reader Reviews of *Sell with Soul*

"...the writing style is engaging and the content excellent"

"Not only informative and highly readable, it's witty, charming and a good read, even for a non-real estate person. Jennifer really draws you into her world and makes you interested in it. Real estate her way sounds as if it's fun and rewarding - a great career."

"This book is absolutely amazing! I was in a continual search for finding the right book that seemed to fit me exclusively . . .well, I found it!! Thank you so much, and I will definitely put the companion book to good use. I will be taking the state exam very soon, and I feel ready more than ever to pursue this dream of mine! Our personalities seem to be alike, and I always wondered how I would manage in Real Estate. But thanks to you, you've showed it can be done . . .I'm getting my home office ready now!!!"

"I am reading every real estate-related book I can get my hands on, including big names like Ferry and Keller, and by far, have found your wonderful little book the most useful, helpful and entertaining. It is packed with information that is not taught in the real estate course and that is invaluable to a new agent. I can't say enough good things about your book. I admire your professionalism, your heart and ethical conduct; you are the agent I aspire to be once I am in the business."

"I love your book so far! Very entertaining and encouraging for a brand new agent! I hope to become more like you."

"I absolutely LOVE the book! I'm half way through, taking notes with just about everything, and have learned so much ... I apologize for going on and on, but I'm just so darn excited with your book! Thanks for your wonderful insight to the whole real estate profession!"

"Sell with Soul has all the excitement of a good novel, yet it delivers tons of solid information. Author Jennifer Allan loves to write and it shows. It is a refreshing change from cookie-cutter business and how-to books that forget to put the reader into the equation. If I were a new real estate agent, this book would be at the top of my list."

"Great information! The advice you give regarding buyers and investors is very informational! A new agent will not have gone through these experiences...and if they find themselves with Priscilla or with an out-of-town client...this chapter will give them a heads up on how to handle them. To be able to determine whether they should go on---or help them understand that sick feeling in their stomach when thinking about taking Husband out for the thousandth time while Wifey is working."

"For anyone who works their sphere -- or wants to do so successfully -- you MUST read Sell With Soul. I just finished reading it and cannot say enough good things about it. She describes to a "t" how I run my business and I feel I have been pretty successful without a whole lot of sweat equity, so I can say with 100% certainty what she has to say WORKS. And works well."

"I loved it! Every topic you mention is full of detail and you always relate back to a "real" experience! For a new agent that's VERY important!"

"Just checking in to say I LOVED your book! It felt soooo good to hear from someone who has been successful validate my belief system as it relates to this business. I passed it on to a friend, who also "sells with soul!" and she had high praise for it. I think there are a lot of soulful agents out there who need to understand they do not have to be follow Buffini or Ferry or Proctor or anyone else whose words just do not resonate with them and whose style just doesn't work for them."

"I just started reading Sell With Soul and am already very excited & enthused. You have a wonderful way with words! I just wanted to let you know I'm so glad I bought your book. I expect to learn a lot from it."

"I wanted to read your book because I've always admired the way you handled your business. Like you, I don't do any of the 'Old School' things - I'd be way too embarrassed."

"I am only half way through the book and so far you've hit every nail on the head. Great work! You are the real deal. Both new and seasoned agents should read this."

"I have totally enjoyed Jennifer's book. What she says is real. It gives me hope that I, too, can do well. I really thought I'd have to be someone I don't want to be in order to succeed. Kudos, Jennifer!"

About the Author

Jennifer began her writing career after ten years of selling real estate successfully in Denver, Colorado. She was dismayed at the low level of professionalism she frequently encountered in the real estate industry and, with her "soulful" message, hopes to encourage the real estate community to self-correct the negative stereotypes of the profession. Jennifer's message is that agents should strive to be competent real estate advisors, rather than competent real estate prospectors. That agents should respect the intelligence of their clients, rather than attempt to insult that intelligence with aggressive closing techniques. She preaches that agents should appreciate the significant commissions paid by their clients, rather than complain that they, themselves, are not appreciated. In writing Sell with Soul, Jennifer hopes to light a fire under the real estate community. To encourage those within the industry to change the definition of what a "good" real estate agent ought to be.

Users Review

From reader reviews:

Cathy Lantz:

Have you spare time for the day? What do you do when you have much more or little spare time? Yeah, you can choose the suitable activity for spend your time. Any person spent their spare time to take a go walking, shopping, or went to the actual Mall. How about open or even read a book allowed Sell with Soul: The Smart Agent's Guide to an Extraordinary Career in Real Estate? Maybe it is for being best activity for you. You realize beside you can spend your time with the favorite's book, you can smarter than before. Do you agree with the opinion or you have additional opinion?

Juana Houck:

What do you concerning book? It is not important along? Or just adding material if you want something to

explain what the ones you have problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have extra time? What did you do? Every individual has many questions above. They need to answer that question mainly because just their can do that. It said that about e-book. Book is familiar in each person. Yes, it is proper. Because start from on kindergarten until university need that Sell with Soul: The Smart Agent's Guide to an Extraordinary Career in Real Estate to read.

Joseph Mitchell:

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Faye Pearson:

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