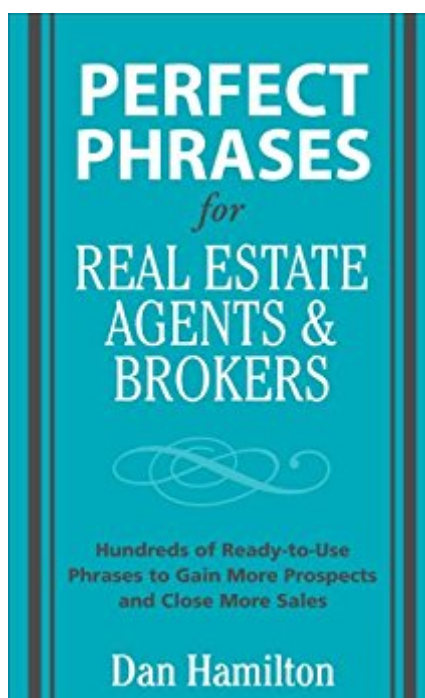


The book was found

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



Synopsis

The Right Phrase for Every Situation – 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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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.

I'm a seasoned broker- and this book will go in the hands of every agent I bring on board- Great fundamentals and practical scripts, for almost any situation- except a very few real life, likely scenarios.

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.

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.

I'm just getting into this field what I can tell you is this book covers about every topic and selling real estate

Good

Use this daily!

Very informative and scripts are favorable to clients. Great for first year REALTORS!

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