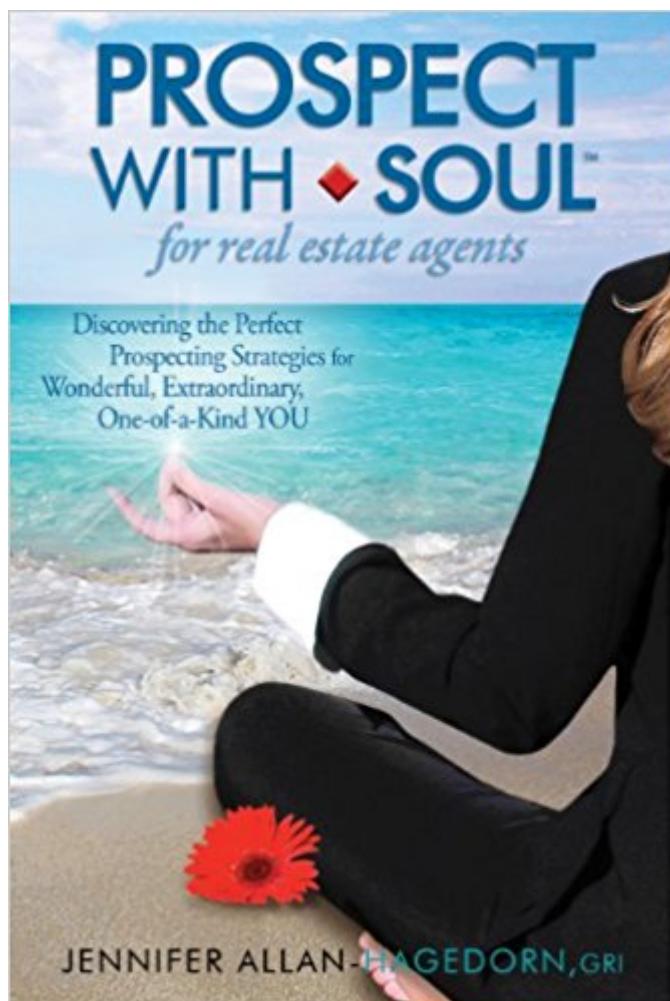


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# Prospect With Soul For Real Estate Agents: Discovering The Perfect Prospecting Strategies For Wonderful, Extraordinary One-of-a-Kind YOU





## Synopsis

"Believe nothing, no matter where you read it, or who said it...unless it agrees with your own reason and your own common sense." Buddha (mid-5th century BC) "Trust Your Gut." Jennifer Allan-Hagedorn, GRI (early 21st century) It's such a simple concept, but one so often dismissed in the real estate training industry - trusting your gut instincts, even when prospecting for business. Strike that; especially when prospecting for business. In this third book of the "Soul" series, Jennifer Allan-Hagedorn helps new and experienced real estate agents discover the perfect mix of prospecting strategies to best suit their unique personalities, strengths and goals. She accomplishes this NOT by insisting that they venture out of their comfort zones and implement strategies that feel unnatural (or even "icky"), but rather by following the Golden Rule of Prospecting: Prospect Unto Others as You Would Like to Be Prospected Unto. In Prospect with Soul, Jennifer examines more than a dozen traditional prospecting methods and shows agents how to "soulfully" tweak them to better apply and appeal to today's real estate consumer.

## Book Information

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## Customer Reviews

Jennifer Allan Hagedorn was a top producing real estate broker in Denver, Colorado for twelve years before writing her first book, *Sell with Soul* in 2007. She believes that the secret of success for real estate agents is not in aggressive marketing techniques or hard-core sales pitches, but rather in being competent in one's craft. Competence begets Confidence. And in today's world of increasingly suspicious and ad-weary consumers, having an air of self-assurance and enthusiasm will be far more effective than any slick sales campaign. Jennifer is a regular columnist for several

online newsletters and magazines, a member of the RE/MAX Hall of Fame, and one of the industry's most popular bloggers.

This is the second book of Jennifer's I've read, the first was "If You're Not Having Fun Selling Real Estate, You're Not Doing it Right." I'm a new agent and felt that much of what I was asked to do was "icky," and all the authors recommended to me by my broker such as Brian Buffini and Mike Ferry, among others, underscored that icky feeling. I have a background in customer service, real customer service, and in nonprofit. I do have a soul and a conscience that I cannot leave at home while I go off to work and help others sell or buy real estate. Maybe I won't be as successful as quickly as others if I don't "soft" beg all my friends and acquaintances for business, or especially by the "hard close." What kind of referrals would one really get after that? I used to think I wasn't cut out for sales because I cared about people and wanted to make sure that the product I sold them was something I really believed in and that I knew would be beneficial to them AND that they really needed or wanted. Jennifer changed all that because she allows us to be genuine human beings, and with that you get many referrals since we all want to deal with honest and decent people. She's really the only author I've come across thus far that abides by this philosophy and I can't thank her enough for writing the Soul series. Highly recommended if you too have a soul and don't want to sell it out.

Get comfortable being uncomfortable and you will be successful in Real Estate, It Is The ONLY way! NOT TRUE!! This book changed my outlook on prospecting and made it much more enjoyable! Now prospecting is not something I dread doing, but something I look forward to doing everyday. I don't have to be a sleazy condescending salesman. I can just be me, a nice, caring, helpful and apologetic person. My goal is to make a positive difference in someone's life everyday, whether Real Estate related or not. Doing for others, while expecting nothing in return, makes me feel good and it feels natural to me. Guess what? That is exactly how I prospect with soul and best of all...It Works!! I can be me and still be successful. Blessed is he who gives and expects nothing in return for he shall receive the greatest blessings of all!! I also highly recommend reading *Sell With Soul!*

Loved it. Lots of interesting thoughts and words of wisdom. Being in a very aggressive brokerage that does the 100 calls weekly program, this provided me with the inspiration to be myself and I have been thriving ever since then. Real Estate is a long term game and this book provides tools to make to the end zone without embarrassing yourself.

I thought this was a good look at prospecting from a different perspective. But, I felt that it was a bit too long for what it really is saying. In other words, it probably could have been edited down to be about half the length. But, it could be a good resource for someone who is put off by "salesy" books that encourage high pressure tactics and cold-calling.

I am so glad I stumbled upon Jennifer's first book while searching the store on my Kindle. I had sampled about 8 books on growing your real estate business and was getting very tired of reading the same thing over and over again. Cold calling, print advertising, continuously asking for people to refer you...so NOT what got me to where I was in the industry in the first place. When I read her book I felt I had met someone who ran their business just like me!! Fast forward a year and I downloaded and read the Kindle book before the paperback came out. Jennifer has lots of great ideas on how to have fun and be successful in real estate. Half of success in business is knowing what works for you. If you haven't had luck with the old school techniques or they feel (to quote Jennifer) ICKY, this is a must read book.

I have read all of Mrs Allan's books. This book is excellent like the previous ones. I especially like the section on Social networking and new media. It prompted me to start a blog and I feel really good about it. Basically, Mrs Allan tells you that you don't have to do anything that makes you feel icky. You don't have to go "outside of your comfort zone" or comply with any other theory that will make you do stuff that just don't feel right. It is not about aggressively pursuing prospects, it's about winning their trust. And you feel wonderful the whole time you're doing it. Your main goal is to first be competent, then to earn your client's trust and finally you get to impress them with the best service they ever had. Isn't that a great way to work at a great career? No cold calling for me and I managed to do quite well in my first year. Read all of Mrs Allan's books and visit her web site too!

The author's tips weren't so philosophical and she actually gives you examples on how to set the real estate world on fire in your own way! This book spoke to me on some many levels!

Note the name I used for my review. Jennifer is the reason I'm still in Real Estate. You will learn that it's okay not to be "salesy." She won't let you completely off the hook though, you'll have to be competent, work hard and treat your clients the way "you" would want to be treated. In short, it's the only way I know of to be a good Realtor. Thanks Jennifer for yet another great book for those of us

who choose to "sell with soul" and now "prospect with soul." I have the Kindle and I won another copy from one of her webinars. It's on my desk as a handy reference and reminder.

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