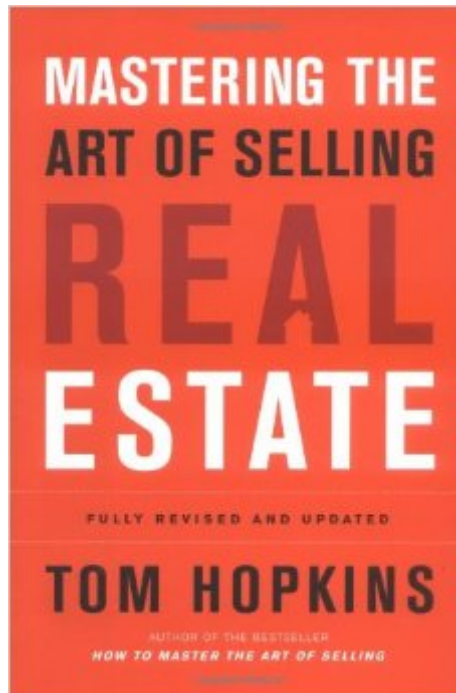


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# Mastering The Art Of Selling Real Estate: Fully Revised And Updated



## Synopsis

Thirteen years ago, Tom Hopkins, the top real estate sales trainer in the country, published *How to Master the Art of Listing and Selling Real Estate* "the industry's bible" which has consistently sold well despite information that has become somewhat outdated. But now Hopkins gives a cutting-edge revamp to his still-popular classic. Along with its new title, readers can expect a complete elimination of dated material and inclusion of the most current information on the role of the Internet and computer software needed by every real estate professional. Full of anecdotes, sales scripts, and proven tactics, *Mastering the Art of Selling Real Estate* will show readers how to:

- Find the best listing prospects
- Win over "For Sale by Owner" sellers
- Earn the seller's trust
- Work an unrealistic price down to market
- Arrange the final agreement

Anyone who's serious about real estate can take charge with *Mastering the Art of Selling Real Estate*.

## Book Information

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## Customer Reviews

I read a lot of Real Estate Sales books and I really enjoyed this one. This book also takes into consideration many tools that people use today to make Real Estate agency more efficient. Tools in everyday life such as computers, email, and the like. What I like most about Tom Hopkins' book is that he gets down to the nitty-gritty of the thought process of your potential customer. I'm a Real Estate agent that has gone under many Real Estate training seminars and read many books. Most of these training sessions focus more on scripts and handling the most common objections you'll come across as an agent. They focus on a particular way to prospect, present, and close. That's fine

and there's nothing wrong with that. However unless you understand the reason behind why those scripts work, or the reason your asking or responding in a certain way, then you wont know how to respond when you have a more aggressive customer that is also familiar with those same scripts that your blurting out and has built up defenses against them. Tom Hopkins book gives you the tools, ideas, and a deeper understanding of the Real Estate sales process so you can adapt more quickly to adverse sales situations or create your own style of salemanship that works with your personality. Many Real Estate Sales books and seminars fail at this by telling you exactly what to do and when to do it, not taking into consideration if whether or not their particular style fits your personality. I've seen many very successful agents with completely different styles of prospecting, presenting, and closing. Some styles are even contradictory to each other but both Real Estate agents are very successful. Why is this? Because beyond the obvious differences in style, the successful sales process all share the same things in common. Tom Hopkins shares those characteristics in this book.

I've actually read this book 3 times and I'm currently memorizing the scripts. This book is great at offering answers to the common objections such as "It costs too much" and "This bedroom is too small". The FSBO section is amazing. I've cold called FSBO's before with little success...now it's a breeze. I understand that marketing is huge in any real estate career, but if you dont know the commmon objections and how to handle them, you're finished. Become an owner of the book, it's priceless.

Heard MASTERING THE ART OF LISTING REAL ESTATE--written and read by Tom Hopkins. Don't be misled by the title; this program is appropriate for anybody in any field of sales. Hopkins, author of one of my favorite books on selling (HOW TO MASTER THE ART OF SELLING ANYTHING), is considered one of the nation's top sales trainers . . . I've had the privilege of not only reading his books and listening to his CDs, but also hearing him speak . . . hereally knows his stuff and what's more, he presents it in a way that is easy to digest. I picked up many valuable tidbits from this real estate program; among them: \* The very great listers--and salespeople--do very little talking. They do lots of intensive listening. \* You can measure your desire by asking yourself this question: How much pain can you endure before you quit? \* Leave the office and meet more people. \* Bring a small piece of danish to an Open House. Put butter on it and keep it on low in the oven to have the smell permeate the house. \* When they tell you what they want for their house, show no emotion. And this favorite of mine: \* A top seller gives people a quart of ice cream to get them off the

street. MASTERING THE ART OF LISTING REAL ESTATE benefits from the fact that much of it was taped before a live audience . . . there was much role-playing, and it never felt contrived . . . also, there's an excellent accompanying CD that provided all the workbook materials that Hopkins would give out at a live seminar.

I have read 3 quarters of this book treating it like a text book that means taking notes highlighting sentences, ear marking pages and I have started using about dozen different tactics and they do work I have had great results with this. Also my company provides a lot of extra training and a lot of what I read in the book was brought up more than once in the seminars and classes so I know it does work but just like you'll see in the book that even with a lot of people telling you stuff there are few agents that actually use these tactics that is why I plan to become the top lister and seller in my office. Thanks Tom Hopkins for taking the time to write this book and share your knowledge with the rest of us who want to succeed in this market.

I bought 7 books about R.E. choosing them by reviews, but this is worth a year of every day experiences on the fields, day by day of R.E work and explains in a huge amount of hidden nuances about THE WHOLE MECHANISM of R.E in very logical and smart order! This book is great, but not only for beginning but for mapping the success in R.E industry FROM beginning! He explains in details many problems that a newbie will not know how to ask so a broker would not answer..(sorry for my broken English). He talks about the psychology of people- as a seller, buyer and of course R.E agents and about the correlations of this with the business matter ! I could not put this book down! All other books that I bought explain about 1/8 of what he has to say! And he has a lot! This book is AMAZING!!! I would give 10..because I feel lucky to find such a book on the market!

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