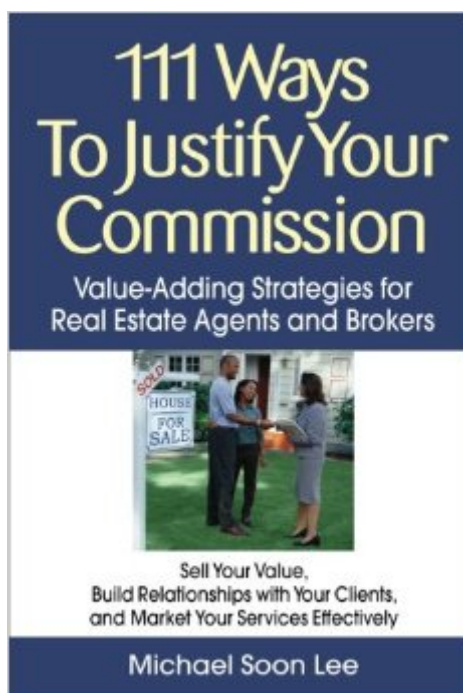


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# 111 Ways To Justify Your Commission: Value-Adding Strategies For Real Estate Agents And Brokers



## Synopsis

Due to the growing threat of discounted real estate services and online competition, the number of real estate transactions completed by traditional professionals is dropping every year. Therefore, real estate professionals today are finding that the basic services of the past no longer are enough to appease the savvy consumer interested in buying or selling a home. The average commission rate dropped 16% from 1991 to 2004 according to industry real estate analyst REAL Trends. Only those agents who learn how to justify their commissions will be paid what they're worth. In *111 Ways to Justify Your Commission*, author, real estate broker, and speaker Michael D. Lee arms real estate professionals with new methods of adding value to their services without compromising their livelihoods. Using tips, anecdotes, charts, and figures to outline a proven strategy, this guide provides practical, tangible, and easy-to-follow steps that add tremendous value to a real estate business, allowing real estate professionals to stay competitive in an evolving industry.

## Book Information

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## Customer Reviews

What a stinker! I can't believe I actually paid for this book. The author takes really basic skills and presents them as if they are new discoveries. Here are some examples Tip #3 is: "MAKE A LIST OF ACTIVITIES YOU DO TO EARN A COMMISSION," and in the section he offers the following suggestions for working with sellers: obtain a preliminary title report, develop a targeted marketing plan, hold open houses, advertise the property, and negotiate on behalf of the seller. My thoughts: anybody smart enough to pass the test and obtain a license to sell real estate understands these basic principles. Here are some of his other tips that demonstrate why this book is so awful: #16

Become a Realtor#18 Learn to Use Technology to it's fullest#19 Build Rapport With Your Clients#38 Respond to Calls & E-mails Promptly (isn't this common sense?)#53 Ask Clients for Referrals#54 Build Your Business on Referrals (duh!!)#66 Meet Your Clients Face-to-Face#83 Contact Clients Regularly#88 Wear a Name Badge or Carreer Apparel (whay not both?)#98 Solve Clients' ProblemsI admit, there is some decent advice in this book, but overall this book is't worth the value of the paper it's printed on. The auther and publisher should be ashamed of themselves. The real title of the book shoud be "10 Somewhat Interesting Tips and 101 Really Useless Tips."

When I initially ordered the book, I thought that it would give me 111 ways to justify my commission to my sellers. Instead, it is full of different chapters that have no rhyme or reason. Some having nothing to do with justifying my commission. One chapter even goes into detail about what I should do once I get tired of the real estate rat race!! Not real motivational for a REALTOR trying to make a success of his or her business. Probably the worse book that I have ever purchased on real estate. Save your money.

Selling a house is a very complex job, requiring great skill and experience, knowledge of contracts, Financing, Marketing, coordination of many people, including the Seller, Buyer, Lender, Inspectors, repair people Escrow Company and much more. Real Estate can be a very stressful profession. With clear, practical and useful suggestions, in his book 111 Ways To Justify Your Commission, the author presents a no-nonsense and straight forward guide to Real Estate issues that both novice and experienced Realtors run up against in their careers. This book offers a framework for all Real Estate Professionals that can help to learn the techniques to Sell value.....not price and should be suggested reading to newly licensed Realtors by every Broker. It will also serve as a graduate course for the experienced. If you are looking for the game plan to follow in Real Estate, Michael Soon Lee presents just that in this book in a manner that is easy reading and can really help in fulfilling your Real Estate goals. Maxine Thomas[...]

I recently became a real estate agent's assistant and am new at seeing the real estate agent's side of the business. While I have been investing in RE for several years, this side of the business is a real eye opener. This book was very easy to read and understand, and it brought up some excellent points such as; A To-Don't List and what kind of person to do business with, just to name a few. The book is up to date with blog information and the importance of staying connected via the Internet. The extra tips past 111 really show that the author walks his talk, and the idea to add tips was very

creative, too. The principles can be applied to any business, so anyone working for themselves can benefit from what this book has to teach. As a real estate agent's assistant, I now have some concrete ideas on how I can better support the business which will add more value to my services as well. I highly recommend this book!

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