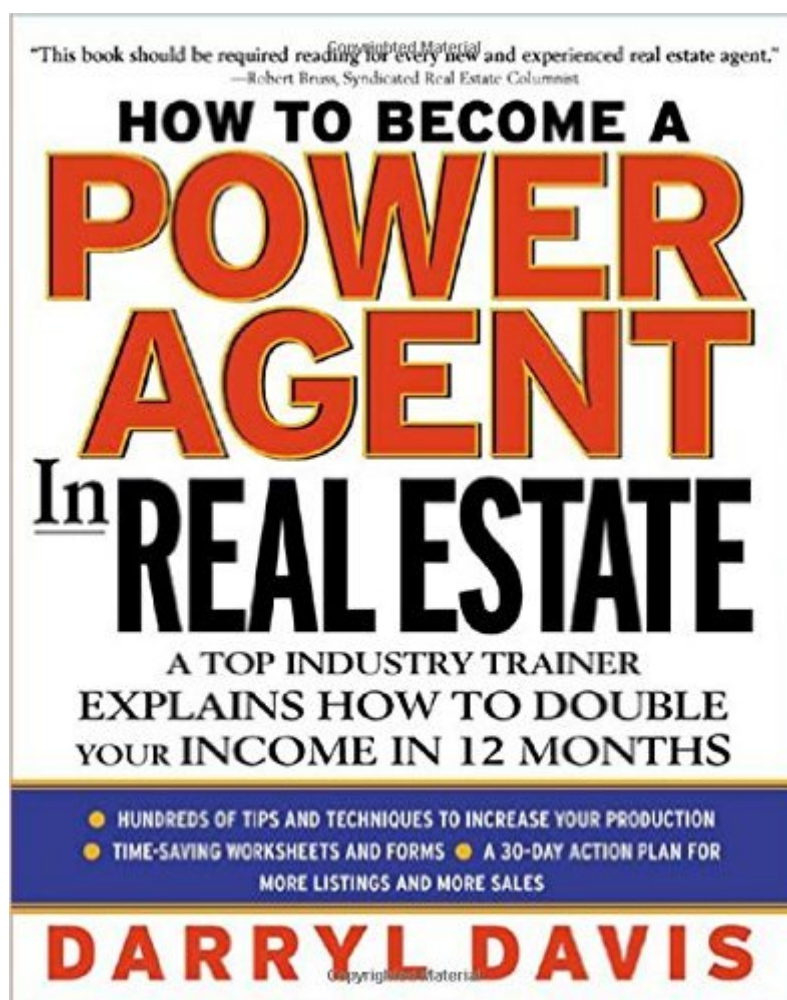


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# How To Become A Power Agent In Real Estate : A Top Industry Trainer Explains How To Double Your Income In 12 Months



## Synopsis

The realtor's essential guide to harnessing true earning power How to Become a Power Agent in Real Estate gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions. Based on the outstanding success of Darryl Davis's seminar "The POWER Program," this motivational guide utilizes POWER Principles to help the new agent as well as the experienced top producer dramatically increase listings and sales. The book is full of Davis's surefire methods for managing the sales process, including time management for agents, prospecting for listings, handling the seller's and buyer's concerns, maintaining a winning attitude, and generating more sales in less time. He also reveals how clever use of the Web can provide a competitive edge and how the top producers work smarter - not harder. Offering field-proven tools and techniques, Davis shows agents how to progress at their own pace to their own personal Next Level and accelerate their entry into Top Agent status.

## Book Information

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## Customer Reviews

Overall, I was VERY impressed with the quality of information in this book. The \*concepts\* presented, on how to manage your time and build your business effectively, for example were absolutely on the mark. However, I definitely felt some of the scripts and "techniques" were on the cheesy side and a little bit high-pressure. I think it's important for every agent to develop their own style, so - lousy scripts aside - this book is a must-read if you are looking for inspiration and direction on building a successful real estate career.

As a real estate professional and knowing that most how-to-do-it books rarely tell it like it really is, I was skeptical when purchasing this book; however, it quickly became apparent that the writer knew what he was talking about! The book is a "must have" for anyone in real estate whether they have been an agent for a month or 10 years. It is written in plain English and effectively outlines ways to make money in the real estate business. I feel so strongly that this book can make a huge and positive influence on real estate agents, I have placed the book in my office and agents sign it out for a week at a time. I also brief passages in the book at my weekly Business Meetings. A very superbly written book!

This book is a rehash of bits and pieces that you can find elsewhere presented in a more useful mode. Mike Ferry is not bad. Gary Keller is very good, though not long on some technical matters. And while you are at it, go to Roger Dawson & G. Richard Shell for a little help. Now, Spin Selling, with the workbook, by Neil Rackham, and you will begin to put it all together. And, by the way, it is a statistical game. No matter how wonderful you are -- and no matter how much BS the trainers give you about how they can sell any and every person -- you can't. The trick is to expect to generate 3 to 6 sales per 100 people you talk real estate to PROVIDED you keep in touch and don't expect anything for six months. Keep on keeping on, talk to 50 new people (while staying in touch with the old) for 18 months, and you will suddenly discover you are making a pile of money. On average, you will get 3 transactions a month every month, provided you keep talking to 50 new contacts per month. What the motivational boys and the trainers don't tell you is they have nothing to teach. The only use for a trainer is to create a parent figure to whom you are responsible for making your phone calls, meeting the people and doing the follow up, and doing the follow up, and doing the follow up. Darryl Davis is pretty far down the list when it comes to helping you get where you want to go.

This is the best book that I have ever read regarding real estate. I am a somewhat new agent and after reading this book have made myself more focused and it is WORKING. I plan to follow it for the full 12 months. I have nothing to lose and by the looks of it have everything to gain. In just a few short days of using the techniques in the book I have made great leaps in my career. Good for me the other agents in my office haven't read it, bad for them of course. This is a must read for all new real estate agents.

As a real estate professional who had hit a plateau in my business, I was looking for a few ideas on

how to take my business to the next level. I was somewhat disappointed in this book, for I certainly thought I would have seen some fresh ideas on how to grow my business. I like that the author provides sample scripts for each situation that can be customized to your own style, and that he dedicates a whole chapter to objection handling- a topic that many how-to real estate books either spend too little time on or don't mention at all. I also like that he gives action plans for prospecting, getting started and getting to the next level, etc. But this book, as well as a lot of the scripts found in it, seems to be a rehash of Floyd Wickman's "Successful Strategies for Real Estate Agents". Floyd's book, though written in 1987, is a better read in my opinion for those wanting to get back to the fundamentals of building their business and taking it to the next level. I also thought Hopkins' "Master the Art of Listing and Selling Real Estate" was a better read than this book. I would suggest these as a starting point for anyone starting out or looking to grow in this business. And while you're at it, pick up Gary Keller's "Millionaire Real Estate Agent", Loren Keim's "Real Estate Prospecting", and Dirk Zeller's "Champion Real Estate Agent" and you'll have yourself a collection of invaluable information that will not only impart on you the tools you need to build your business up but also help you take it to any level in no time.

If your looking for a quick read that scratches the surface of a lot of real estate basics, you'll like this book. If your looking for something more in depth and detailed, skip this one and go straight to Tom Hopkins "How to Master the Art of Listing and Selling Real Estate". I may have enjoyed "How to Become a Power Agent.." more if I had not already read the Hopkins book.

I'm working on my 6th year as a real estate agent and out of all the business books that I've read this one really hits the nail on the head! I started reading the book about 3 weeks ago and it already has had an effect on my business. I've been on 4 CMA presentations and came out with 4 Listings on the same day that I met with the prospects. This book gives samples of dialogues with sellers and buyers, time management advice, goal setting, servicing listings, seperating the serious buyers from the not so serious, and at the same time looking out for your clients best interest. You must read this book to succeed!

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