

THE ART OF SELLING  
REAL ESTATE

PATRICIA CLIFF

deluged with information that you are not interested in and want to rid yourself of—and then not being able to turn off the faucet. So much garbage is dumped into our inboxes that people really are trying to rid themselves of what they consider junk mail, so give them the option of disconnecting. You won't win any brownie points by forcing them to continue hitting the delete button. Free speech goes just so far, and it shouldn't be forced upon unwilling listeners.

### *Use Your Imagination to Further Build your SOI*

This is by no means an exhaustive list of how to maintain a connection to your clients. The object, however, is to continue to reach out one way or another, engage them and keep your name embedded in their memory. No doubt there are many imaginative ways to do this. A colleague of mine in Texas purchased a van with the name and pictures of her team painted on the side. She would regularly lend the van to local charities when they were having events where they had use for the vehicle.

A colleague and friend of mine, Carolyn Klemm, began her real estate career in Washington, Connecticut and rose to become “the queen of the high-end real estate market” in all of Litchfield County in Northwestern Connecticut, by connecting and networking people through her non-stop dinners and receptions at her beautiful Georgian home. She not only brought high profile people to what was once a sleepy, rural village with tremendous scenic appeal, she kept them coming. Moreover, she kept them loyal to her because her socializing left them all with the feeling that they were her best friends. If you can stand all of that frenetic activity, it's a great way to brand yourself and your company.

Another colleague had a blimp fly over a football field and in the surrounding area supporting the home team during a big game. Someone else had balloon vendors at an outdoor event giving away colorful balloons with their name and contacts on them.

I've probably only scratched the surface with my suggestions, so spend a little time thinking of original ideas about how to promote yourself and your team in your specific community without being obnoxious or overbearing. If you do, you will watch your sphere of influence grow exponentially.

# THE ART OF SELLING REAL ESTATE

In the wake of the housing collapse of 2008, the real estate business has never been more challenging. But for over 35 years—through up and down markets—Patricia Cliff, a Senior Vice President at The Corcoran Group, has been one of the most successful agents in the United States.

In *The Art of Selling Real Estate*, Cliff offers a career's worth of practical advice that any agent can use right away. She explains how to build life-long relationships with clients as their trusted real estate advisor, by becoming the indispensable element in every real estate transaction—through the delivery of a consistent, authentic, remarkable high level of personalized service.

Cliff's topics include: the art of the new soft sell; the necessity of selling the client on appropriate pricing; how to preserve the commission structure; how to dress up and optimally market properties; how to make money while you sleep by increasing your net worth with wise real estate investments; how to take your business to the next level with the creation and management of a successful real estate team; and how to create an exit strategy that will keep you relevant, involved and receiving a continued income flow as a rainmaker for your team.

## About the Author



Patricia Cliff has spent more than 35 years selling luxury residential real estate in NYC, one of the most competitive upscale urban markets in the world. Consistently rated as a top sales agent nationally, she is a sought after expert in the areas of real estate development, super-creative target marketing, branding, trend spotting and community involvement.



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