



**DONALD TRUMP HAS GATHERED IN
ONE BOOK THE BEST ADVICE ON REAL ESTATE
FROM THE BRIGHTEST AND MOST EXPERIENCED PEOPLE...**

"Don't try to take the last penny off the table; make sure that the people who buy from you also make money. If not, they won't buy from you again."

MICHAEL SHVO

Founder of the Shvo Group and "the most successful young real estate broker in New York"

"Mom said, 'If you don't have big breasts, put ribbons in your pigtail.' Good salesmanship is nothing more than maximizing the positive and minimizing the negative. Although your competition might offer something you can't match, that doesn't matter. What matters is that you identify and play up what you've got."

BARBARA CORCORAN

Founder of the Corcoran Group, New York City's leading real estate company

"Real estate can be so much fun you almost feel guilty earning money at it!"

MONDA BASSIL

President of Prestigious Properties of New York

"When you sell real estate, pay tax only if you want, when you want, and in the amount you decide."

GARY GORMAN

Founder of 1031 Exchange Experts, LLC, and author of *Exchanging UP!*

"Whether it is a real estate deal or any other venture, the key is to find something you enjoy doing, and then do it better than anyone else—because success comes easier to people who follow their passion."

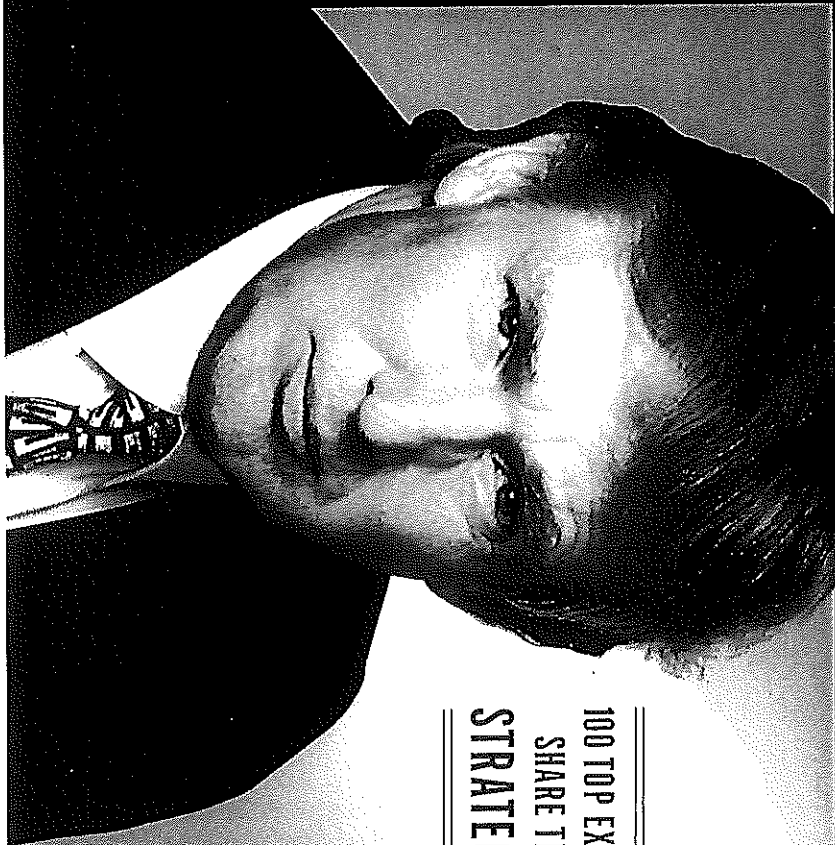
DONALD TRUMP, JR.

Executive Vice President of Development and Acquisitions for The Trump Organization.

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KEEP AN UPBEAT ATTITUDE

RONDA SAVOY

Ronda Savoy is owner of Ronda Savoy Realty, Inc., a real estate firm whose specialty is Brownstone Brooklyn. She is a member of the Real Estate Board of New York.

In my initial sales and marketing training, we were taught a couple of mantras that would help us to keep a positive mental attitude at all times while working with prospective home seekers during the sales presentation.

"Showtime" was one. This was used when an agent had a customer in the waiting area, and perhaps that agent had been dealing with a negative situation in the other room. Prior to greeting the customer, the sales team would do a one, two, shuffle, ball change, and say, "Showtime," and in no time the agent was greeting the prospect with a smile on her face and a change of attitude.

Now, who really loves cold-calling and phone work all day? You can tell the difference if someone to whom you are speaking on the phone has a negative attitude or a pos-

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itive one. To keep a smile in your salespeople's voices when it may be time for the seventh-inning stretch, use phone aerobics. For example:

One, two

And you dial and dial

And smile and smile.

And you dial and dial

And smile and smile.

Putting a positive spin on every step to close the deal is the best advice I ever received.