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Less Blah Blah More Ah Ha: How Social Savvy Real Estate Agents Become Trusted, Preferred, Referred -- and Rewarded

Ken Brand

CreateSpace (2011)

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Reviewed by Irene Watson for Reader Views (8/11)

With the downturn of the economy in the past few years real estate sales have been down and many of the agents have been at a standstill; many changing careers or supplementing their income with part-time work. Those that are on top of their market are still successful because they know the ins-and-outs of being a good agent. Ken Brand's book, "Less Blah Blah More Ah Ha" is geared for those that are struggling in the market because they haven't learned what it takes to be an agent or for those breaking into the industry. But, the book is also for those that aspire to learn new information and for those that have been in the business for a long time but are relentless in learning new techniques and strategies.

Written in a conversational style, Brand provides a book full of proven approaches and tactics that have helped him and his team succeed. Chapter Two is titled "Surprise! We're not in the Real Estate Business." If nothing else, that should grab your attention. According to Brand, "Selling a house is the end result of a transaction, but client delight and our long-term success happen only when we focus on the total client experience...;the total client experience...is shaped by the quality of our communication, presentation, sharing, problem solving, and service." He continues to tell the reader that the total client experience is "a reflection of our values: what we believe in, what we stand for, and where we choose to draw the line between common and uncommon." At the end of the chapter Brand encourages the reader to jot down the answer to "What business are you really in?" as a personal mini Values Statement. By the time you get to the end of chapter two, or in fact, any other chapter, I can guarantee you will want to proceed to the next because there is always a hook and bait to keep you engaged.

I am a former licensed agent and also have purchased and sold properties through other agents. From my experience there are just agents, and then there those that are truly good agents; those that put the seller or buyer in the forefront and give total attention to their needs and wants. They are the ones that listen to the client and actually hear what is being said, and they are the ones that establish

credibility in the beginning through their words and actions. Brand gives the step-by-step formula to be what it takes to be a truly good agent. (He also gives tips on how to adopt abandoned buyers - something many agents inherit.)

Although “Less Blah Blah More Ah Ha” is geared toward real estate agents, I can assure you anyone that is selling any item will find the strategies would work for him or her. The bottom line ends up being awareness, on-purpose direction, and attentiveness; those three will provide the person with communication skills that are beyond the run-of-mill seller. Brand teaches the skills with humor and directness.

Brand’s writing style is captivating as he draws the reader to the next page or next topic. Like a well-written novel, the cliff hangers at the end of each chapter don’t allow you to put the book down. “Less Blah Blah More Ah Ha” by Ken Brand is a must-have for all real estate agents, especially those starting out in the highly competitive industry, as a resource/workbook. But, the techniques only work if worked.