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REAL ESTATE TODAY:

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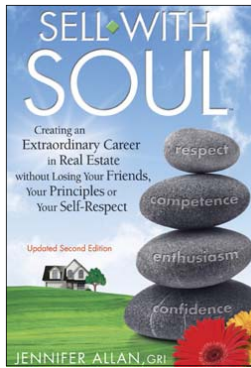
## Finding My Real Estate Soul Mate: Here's a Book Agents Can Take to Heart

By JIM SMITH, REALTOR®

In November 2007 I met Jennifer Allan at the annual convention of the National Association of

Realtors, where she was selling her just-published book, **Sell With Soul**. That first edition carried the subtitle, "The New Agent's Guide to an Extraordinary Career in Real Estate."

I put the book on my shelf and didn't start reading it until last month. When I finally did, I realized that she was talking about my career. If that first edition had had the same subtitle as the second edition shown above — "Creating an Extraordinary Career in Real Estate Without Losing Your Principles or Your Self-Respect" — I would have recognized it immediately for the important book it is.



This book presents my personal approach toward real estate. If all real estate professionals were to adopt this approach, perhaps we could collectively alter the public perception of us as being among the least trusted professionals in America.

I hope that I have shown that real estate can be practiced honorably, and if I were to write a book about my philosophy of practicing real estate, this is exactly how that book would read.

(Jennifer also shares my love of the written word, which makes the book a pleasure to read.)

A couple quotes from her book will give you a sense of it:

"Be yourself. You don't have to be some hyped-up, blue-suited, smiley-faced 'sales professional' to enjoy extraordinary success in real estate. You don't have to memo-

rize scripts, make 100 cold calls or knock on strangers' doors. Unless you want to. Truly, you can wake up every morning, put on your own face and set the world on fire selling real estate. And enjoy every minute of it. Okay, most minutes."

And this quote:

**"If It Feels Wrong, Don't Do It:** Sometimes you'll be presented with a deal that feels good, but just doesn't feel right. Maybe you feel that you're taking advantage of a situation or that you're getting a paycheck you really don't deserve. Other agents tell you to take the money and run — after all, there are plenty of times you work hard and don't get paid for it. But that little voice inside you is telling you different."

I thank Jennifer for writing my book for me. Now I don't have to worry about getting around to it.

You can buy Jennifer's book at her website, [SellWithSoul.com](http://SellWithSoul.com). I've put a link for Chapter 1 on my website, [JimSmithColumns.com](http://JimSmithColumns.com).

### This Week's Featured New Listing:

#### A True Solar-Powered Home in Golden!

Being a certified Eco-Broker and the owner of both a solar-powered home and real estate office, I am pleased to present my first solar-powered listing — a fabulous 2-story home in Golden's Mesa Meadows subdivision. This home generates more electricity than it consumes with its 6-kW photovoltaic system. Other features include its main-floor master suite, which opens onto the home's full-width wood deck and professionally landscaped backyard. Details: 4 bedrooms, 3½ baths, 3,271 finished sq.ft. **Note:** Although there's no sign in the yard and it's not yet on the MLS, this home can be shown and sold by any agent. See video tour on the website.



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