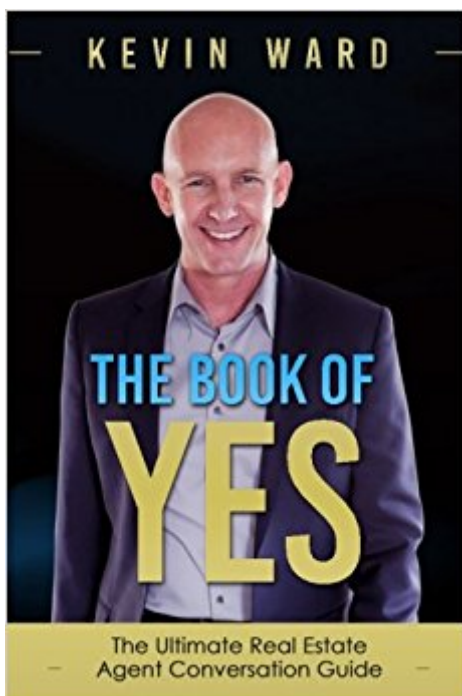


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# The Book Of YES: The Ultimate Real Estate Agent Conversation Guide



## Synopsis

In The Book of YES, you will find the most powerful scripts in the real estate industry today. If you're tired of the same old sales scripts or if you've done away with them all together, I know how you feel because I've been there. I was tired of seeing the same B.S. (bad sales) approaches and I wanted something that felt more natural for me. So I started creating my own scripts, for the simple reason that I hated being told, "No." For me nothing was worse than that feeling of rejection. I was determined to figure out the perfect thing to say in every situation, and how to say it in a way that would cause sellers and buyers to want to say "Yes!" to me every time. This book is the result of that quest. And I've broken it in two unique parts so you can spend less time reading it, and more time using the life changing scripts inside. Part 1 will give you the foundation for making the scripts work for you. Not just some of the time, but every time! You'll master how to inspire sellers to say "YES" to you giving you the magic key to unlock the success you want as a real estate agent. Part 2 is the actual scripts that allow you to have smooth, choreographed conversations that lead you down the path to more success and more income. included in this section are... Prospecting Scripts for sellers that lead up to the listing appointment. My Unique Listing Presentation Scripts with examples of exactly how to deliver them for maximum impact. The Buyer Scripts that I've personally used for years to build my own real estate business from scratch. The Objection Scripts that will show you how to overcome any objection with ease and never be scrambling for words when a client throws you a curveball. In all there are 27 scripts in this book that will show you how to handle any situation, conversation, and objection that might come your way. And each script has been tested, tweaked and perfected. How do I know this? Because I've used each and every one of them to close millions of dollars worth of real estate in my nearly 2 decade career. I've also taken the time to include things I've picked up over my career that will help take you beyond the scripts...How to identify resistance and influence triggers so you can naturally use the right words and phrases that gets more clients saying YES to you. My practice techniques for memorizing and using these scripts to their full impact. You won't just be pulling words from your memory, you'll be speaking from the heart so you come across as genuine. The "tiny tweaks" that turn a regular script into something powerful. These seemingly little differences can have a huge impact in the way a prospect or client responds to what you say. The 9 Keys to more powerful conversations that go way beyond just the words you say to a client. I've mastered all 9 of these techniques and each one has made a huge difference in how I present myself to clients. The Book of YES is an action guide, not a book of theory.

Think of it as YOUR PLAY BOOK for the key conversations you have with sellers and buyers. Along with the scripts you will find tactical notes on how to use the script, why it works, and when to modify the script for various situations. This book is not about intimidating your clients to agree with you, it's about inspiring them to say YES. And the more they do, the more abundance and success you will have in your life. The ultimate YES is saying YES to your goals, your dreams and your family so you can create the lifestyle that you want.

## Book Information

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## Customer Reviews

"The Book of YES is a break-through book and a must-read for real estate agents. Kevin Ward understands the power of relationships and building true rapport with people."- Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive*"Kevin Ward has created emmy winning scripts that will never appear on TV. They appear in person, on the phone, and in email performances...and the YES prize for winning is not a statue, it's a fatter wallet. More than just The Book of YES, this one volume will lead you to the promised land of YES!"- Jeffrey Gitomer, #1 bestselling author of *The Little Red Book of Selling*"YES! The Book of YES is the modern bible for real estate success. Kevin Ward's brilliant, "No BS" scripts are the words agents need to 2X, 3X, 4X their business immediately. Stop! Don't go on an appointment without every word, sentence and paragraph memorized, rehearsed and ready for you to hear YES after YES."- Greg Hague, Founder, Real Estate Mavericks"I have known Kevin for a long time and I can honestly say he has written a masterpiece in The Book of YES. He articulately explains the importance of not only what to say, but the real reasoning behind the why.

This is definitely a must read for anyone who truly wants to be a professional and have a successful career in real estate!" - Dave Bowman, COO of Century 21 Mike Bowman, Inc., #1 Century 21 Office in the World 18 times"Average real estate agents fight using scripts. The pros seek out the ones that work the best and win! Kevin Ward's The Book of Yes is filled with scripts to help you win more listings. Get it. Read it. List more properties than ever before. Win!" - Tom Hopkins, author of Mastering the Art of Selling Real Estate

Kevin Ward is the #1 bestselling author of "The Book of YES: The Ultimate Real Estate Agent Conversation Guide" and the founder of YESMasters Real Estate Success Training, one of the fastest growing and most comprehensive training programs for real estate agents in the world. Kevin has trained tens of thousands of real estate agents and his online training videos are watched on YouTube by thousands of real estate agents every week. Kevin is known internationally for his high-powered yet practical, real-world strategies and for his ability to make systems, skills and scripts simple and learnable for agents at every level. The 10X power of Kevin's Real Estate Vortex system and his "NO-BS" approach to real estate sales are quickly becoming legendary. Before getting into real estate, Kevin grew up as a shy, country boy from West Texas who lived in a mobile home on a small farm with his parents, sister, a stray dog (Chiquita), 2 or 3 cats, a few chickens and pigs, and his uncle's cows. Kevin says, "As a teenager, I was so shy...I would way rather talk to our farm animals, than to people." When Kevin began selling real estate, he had just moved from a small town to the DFW Metroplex with no savings, no real connections, and with no previous real estate or sales experience. Kevin recalls, "I had never even owned my own house! I was terrified, but determined...and so I jumped into real estate with both feet. The first time I knocked on a FSBO's door, he yelled at me to "get the f\*\*k off my porch!" I was so traumatized I wouldn't knock on another door for over a year." In spite of his "near-death" For-Sale-by-Owner experience, Kevin adjusted and kept on prospecting (mostly by phone) and by his 3rd year, he was selling over 100 homes a year.

I bought this book because I've been watching Kevin Ward's Youtube videos for a couple months now. Honestly speaking, I started reading the book, however, once I got to the scripts section and beyond I skimmed through the rest and put it in my bookshelf and didn't look at it till a couple weeks later. I decided to 're-read' the book again from end to end and my only regret is that I didn't buy/read this book sooner! The steps are simple yet powerful and I am completely comfortable using the scripts. So far, I have the listing presentation script memorized and mastered, where it comes

out natural and I use it on all my listing appointments. I started calling FSBOs (was ABSOLUTELY TERRIFIED) and less than a week of calling them I had my first appointment within the first conversation! Usually, you will have to speak with them multiple times before getting the appointment. I have been in real estate for 3 years however, within the past couple of months I decided to take my real estate business seriously. I have gained so much more confidence from the advice, tips, and ideas from this book. Even though I feel like I'm starting from the beginning with my business, this book, plus his videos and my determination (most important) is helping my business grow the right way. -Michelle Rose

After trying out many of the scripts that are available from different Real Estate trainers and coaches, these are definitely the best and most effective! Other scripts made me sound "sales-y" or "robotic"... Kevin's script sound natural, lower the prospects' resistance, and once you master them, effortlessly lead to "YES"! I also love that he has a very strict NO B.S. approach. Whether you're a brand new agent or a seasoned veteran, look no further because these are the scripts that will grow your business and improve your life.

This has been such a great purchase for me. As a new "again" agent I'm finding the scripts that Kevin shares to be an invaluable resource, and wish that I had it at my disposal 15 years ago when I first tried to get into the business. I've studied and practiced my favorite scripts each week since reading The Book of Yes and with each week I become more confident in my skills and. This book is written simply and concisely without a bunch of fluff that would waste the time of the reader. Even though I'm new "again" to the business, I would recommend this book to new and experienced agents, and know I'll refer back to it over and over again throughout my career.

Kevin Wards Book of Yes is the best book of scripts written. Not only does he give outstanding scripts, but he teaches how to pause, how to use inflections and embedded commands to guide clients in always answering "yes"! Kevin has even more to offer in his full program. We bought 6 books for new agents in our office to give them a jump start in their business. Sue Wekerle and Nick Jacks, Keller Williams South Bay

I have taken several webinars from Kevin recently and really appreciate his no "BS" style. I have been a licensed qualifying Broker In NM since 1988 and have had my own brokerage using it basically for my own portfolio and have sold a few random houses for business associates and

friends. This is the first time I have done real estate full time as a career. I have transferred my license to Keller Williams Realty and really like the company and support they offer. Since resale is so different from what I did in the past I have been a bit lost with this new endeavor and have been looking for a mentor-coach who offers the scripts and explanations of how and when to use them with out felling Like a "TIN MAN". I just finished reading the book of yes yesterday and I feel like after looking for scripts in all the wrong places I have found what I need in this simple well written and descriptive Guide. I have no doubt this book will help me start my new career getting Homes sold...for top dollar...with the least amount of time and aggravation!! Thank you Kevin for such a great guide-book!!

I bought this book earlier this year. I have read it over and over, practicing and internalizing the scripts. I bought a second copy at the FX Extreme as a gift to someone in my brokerage and they also loved it. I can definitely say that it has helped me get to more in depth conversations with sellers and buyers. After just my second year in real estate, the first year was just headed into no specific direction even though I managed to close deals. I started to view Kevin's videos on Youtube for free and as a skeptic for the 100day listmaster challenge I decided to buy the book instead (there wasn't much to lose but about \$15). After I read it I decided that he was the real deal and went through with the 100day listmaster and also went to his event FX Extreme event and am also a coaching client. It all started because I read his book. I would recommend for anyone looking for a NON BS way to have more conversations with people without lying and being a sleezy salesman. Thanks Kevin :)

I'm a newbie to the Real Estate business. I've been searching the internet hi and low for great scripts to help me to better communicate with buyers and sellers. I have some free scripts from the internet and some from other Real Estate Gurus but they are nothing like what is in this book. I have been studying the scripts in this book religiously so when speaking with potential clients, I will seem authentic and not canned. The reason I chose to use these scripts is because they are truthful and I believe they will help me to connect with the client better. Not like the some of those other BS lines I have been seeing all over the internet. Such as telling a FSBO that I may have a buyer when in fact I don't. I love these scripts and I can't wait to start using them in my everyday prospecting. I will write back on the amount of money I have been making off these scripts. Keep up the good work. Looking forward to becoming a coaching client.Kathy Pride

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