cma letter real estate

cma letter real estate is a crucial tool used by real estate professionals to communicate the value of a property to potential sellers or buyers. A Comparative Market Analysis (CMA) letter provides an in-depth look at recent sales, current listings, and market trends to help determine a competitive and realistic price for a home. This letter not only aids in setting expectations but also establishes credibility and trust between agents and clients. Understanding how to craft an effective CMA letter in real estate can significantly impact the success of a transaction. This article explores the components, benefits, and best practices for creating a compelling CMA letter real estate professionals can rely on to guide their clients.

Understanding CMA Letter Real Estate

A CMA letter in real estate is a detailed report prepared by agents to estimate a property's market value by comparing it to similar properties recently sold or currently on the market. It serves as an essential communication tool that informs clients about pricing strategies and market conditions. Unlike formal appraisals, CMA letters are less rigid but provide actionable insights for pricing decisions. Real estate professionals rely on CMA letters to help sellers price their homes competitively and assist buyers in making informed offers.

Purpose of a CMA Letter

The primary purpose of a CMA letter real estate agents use is to provide a well-researched, data-driven estimate of a property's worth. It helps:

- Set a realistic listing price
- Attract qualified buyers
- Negotiate offers effectively
- Demonstrate market expertise to clients

Difference Between CMA and Appraisal

While both CMA letters and appraisals aim to estimate property value, they differ significantly. A CMA letter is prepared by a real estate agent and based on current market data, whereas an appraisal is conducted by a licensed appraiser using standardized methods. CMA letters tend to be more flexible and are often used for pricing strategy, while appraisals are typically required for financing purposes.

Key Components of a CMA Letter

A comprehensive CMA letter real estate professionals produce includes several critical elements to ensure accuracy and clarity. These components help the client understand the rationale behind the suggested market value.

Comparable Properties

The heart of a CMA letter is the selection of comparable properties—homes similar in size, location, condition, and features that have recently sold or are currently on the market. These comparables provide a benchmark to estimate the subject property's value.

Market Analysis

This section details current market trends such as average days on market, price per square foot, and local inventory levels. It helps put the comparables into context and reflects the current state of the real estate market.

Pricing Recommendations

Based on the compiled data, the CMA letter offers a suggested listing price or price range. This recommendation is supported by quantitative evidence and considers client goals and market conditions.

Visual Data Presentation

Including charts, graphs, or summary tables enhances the letter’s readability. These visuals help clients grasp complex data quickly and see how the recommendation was derived.

Benefits of Using a CMA Letter in Real Estate

Employing a CMA letter real estate agents gain numerous advantages that improve client relationships and transaction outcomes.

Builds Client Trust and Confidence

Providing a detailed CMA letter demonstrates professionalism and market knowledge, which fosters trust between agents and clients. Clients feel more confident making decisions backed by transparent data.

Facilitates Pricing Accuracy

A well-executed CMA letter reduces the risk of overpricing or underpricing a property. Accurate pricing increases the likelihood of faster sales and better offers.

Enhances Negotiation Power

When clients understand the market context through a CMA letter, they are better equipped to negotiate offers and counteroffers effectively, leading to more favorable outcomes.

Improves Marketing Strategy

Agents can tailor marketing efforts based on insights from the CMA letter, targeting the right buyer demographic and highlighting competitive advantages of the property.

How to Create an Effective CMA Letter

Crafting a compelling CMA letter real estate professionals can rely on involves a systematic approach to data collection, analysis, and presentation.

Step 1: Gather Accurate Data

Start by collecting detailed information on comparable properties, including sale prices, listing dates, amenities, and neighborhood characteristics. Use reliable MLS data and public records.

Step 2: Analyze Market Trends

Examine broader market indicators such as supply and demand, interest rates, and economic factors that influence property values. Include relevant local statistics.

Step 3: Adjust Comparables for Differences

Make adjustments to comparables based on differences in size, condition, upgrades, and location to ensure a fair comparison with the subject property.

Step 4: Compile Findings into a Clear Format

Organize the data and analysis into a professional, easy-to-read letter. Use headings, bullet points, and visuals to make the information accessible and persuasive.

Step 5: Personalize the Letter

Tailor the CMA letter to address the client's specific needs and goals. Emphasize how the pricing recommendations align with their objectives.

Common Mistakes to Avoid in CMA Letters

Even experienced agents can make errors when preparing CMA letter real estate documents. Awareness of these pitfalls ensures more accurate and effective communication.

Overlooking Market Conditions

Failing to consider current market dynamics can lead to unrealistic pricing recommendations. Always incorporate up-to-date market data.

Using Inappropriate Comparables

Selecting comparables that differ significantly from the subject property in location, size, or condition can distort value estimates.

Neglecting Adjustments

Not adjusting for differences between properties results in inaccurate comparisons. Proper adjustments are essential for credibility.

Providing Vague Recommendations

Ambiguous pricing advice reduces client confidence. Clear, data-driven recommendations enhance decision-making.

Poor Presentation

A CMA letter that is cluttered or difficult to read undermines professionalism and may confuse clients. Clarity and organization are key.

Frequently Asked Questions

What is a CMA letter in real estate?

A CMA letter in real estate is a Comparative Market Analysis document provided by an agent to estimate the value of a property by comparing it to similar recently sold homes in the area.

Why is a CMA letter important for sellers?

A CMA letter helps sellers understand the current market value of their property, allowing them to set a competitive and realistic asking price to attract potential buyers.

How do real estate agents prepare a CMA letter?

Agents prepare a CMA letter by analyzing recent sales, active listings, and expired listings of comparable properties in the neighborhood, considering factors like size, condition, location, and features.

Is a CMA letter the same as a home appraisal?

No, a CMA letter is an informal estimate provided by a real estate agent, while a home appraisal is a formal valuation conducted by a licensed appraiser for lending purposes.

Can buyers use a CMA letter when making an offer?

Yes, buyers can use a CMA letter to ensure they are making a competitive offer based on the current market values of similar properties.

How often should a CMA letter be updated?

A CMA letter should be updated regularly, especially in a fast-moving market, to reflect the most recent sales and market conditions accurately.

What information is typically included in a CMA letter?

A CMA letter typically includes details of comparable properties, their sale prices, days on market, property features, and a suggested price range for the subject property.

Can a CMA letter influence the final selling price of a home?

Yes, a CMA letter can influence the final selling price by helping sellers price their home realistically, which can lead to quicker sales and potentially better offers.

Are CMA letters provided for free by real estate agents?

Many real estate agents provide CMA letters for free as a part of their service to attract potential clients and demonstrate their market expertise.

Additional Resources

1. *The CMA Toolkit: Mastering Comparative Market Analysis in Real Estate*
This book offers a comprehensive guide to conducting accurate Comparative Market Analyses for real estate professionals. It breaks down the essential components of CMA reports, including property evaluation, market trends, and pricing strategies. Readers will learn how to use CMAs to confidently advise clients and close deals effectively.

2. *Real Estate Pricing Strategies: The Art of CMA Letters*
Focused on the strategic use of CMA letters, this book teaches agents how to craft compelling market analyses that influence seller decisions. It covers the psychology behind pricing, negotiation tips, and how to present data clearly. Perfect for agents aiming to enhance their marketing and communication skills.

3. *Comparative Market Analysis Made Simple*
A beginner-friendly resource that simplifies the CMA process for new real estate agents. It explains how to gather and interpret market data, select comparable properties, and write persuasive CMA letters. With practical examples and templates, it’s an essential tool for building confidence in pricing homes.

4. *The Seller's Guide to CMA Letters in Real Estate*

This book is tailored towards helping agents educate sellers on the value of CMA letters. It details how to explain market conditions, justify listing prices, and manage seller expectations. By fostering transparency and trust, agents can improve client relationships and sales outcomes.

5. *Advanced CMA Techniques for Real Estate Professionals*

Designed for experienced agents, this book dives deeper into sophisticated methods for creating CMAs. It explores data analytics, market forecasting, and technology tools that enhance the accuracy and effectiveness of CMA letters. Readers will gain insights to stay ahead in competitive markets.

6. *Crafting Effective CMA Letters: A Real Estate Agent's Guide*

This practical guide focuses on the writing and presentation aspects of CMA letters. It provides tips on clarity, tone, and visual aids to make reports more engaging and understandable for clients. Ideal for agents who want to improve their professional communication and sales pitch.

7. *Real Estate Market Analysis and CMA Letters Explained*

Combining market analysis theory with CMA application, this book educates agents on interpreting economic indicators and local trends. It shows how to integrate these insights into CMA letters to support pricing decisions. A valuable resource for agents seeking a solid foundation in market dynamics.

8. *The Complete CMA Letter Workbook for Realtors*

A hands-on workbook offering exercises, templates, and checklists to practice CMA letter creation. It encourages agents to develop personalized approaches and refine their skills through real-world scenarios. This interactive format helps bridge theory and practice effectively.

9. *Winning Listings with CMA Letters*

This book reveals strategies for using CMA letters to secure listing agreements and outperform competitors. It discusses timing, client psychology, and follow-up techniques to maximize the impact of market analyses. Agents will find actionable advice to boost their listing success rates.

Cma Letter Real Estate

CMA Letter Real Estate: Your Guide to Winning Listings and Happy Clients

Author: Alexandra Reed, Real Estate Expert & SEO Consultant

Ebook Outline:

CMA Letter Real Estate: Your Comprehensive Guide

Introduction: The Importance of CMA Letters in Real Estate

In the competitive world of real estate, standing out from the crowd is crucial. A well-crafted CMA (Comparative Market Analysis) letter is your secret weapon to win listings and build trust with potential clients. This document isn't just a data dump; it's a persuasive marketing tool that showcases your expertise and demonstrates your commitment to helping sellers achieve their real estate goals. A compelling CMA letter transforms a simple market analysis into a powerful conversation starter, solidifying your position as the ideal agent for their property sale. It's the first step in building a strong seller-agent relationship based on knowledge, trust, and mutual success. Ignoring the power of a well-crafted CMA letter is leaving money on the table.

Chapter 1: Understanding Comparative Market Analyses (CMAs)

A CMA isn't an appraisal; it's a crucial tool used by real estate agents to estimate the market value of a property. It involves analyzing recently sold comparable properties (comps), active listings, and expired listings in the same area to determine a realistic price range for the subject property. Key elements of a strong CMA include:

Identifying Comparable Properties: Selecting properties similar in size, features, location, and

condition to the subject property is vital. Factors such as lot size, number of bedrooms and bathrooms, age, upgrades, and overall condition must be carefully considered.
Analyzing Recent Sales Data: Focusing on recently closed sales provides the most relevant and up-to-date information about market trends. Analyzing sales prices, days on market, and sale-to-list price ratios helps establish a realistic price range.
Considering Active Listings and Expired Listings: Active listings give insight into current market competition, while expired listings highlight properties that may have been overpriced. This analysis provides a complete picture of market dynamics.
Adjusting for Differences: No two properties are identical. Agents need to make adjustments to the comparable properties' values based on differences in features, condition, and location to arrive at a more accurate estimation for the subject property.
Presenting the Data Clearly: The CMA should be organized and easy to understand, providing a clear summary of the analyzed data and the final estimated market value range.

Chapter 2: Crafting a Compelling CMA Letter: Content and Structure

The CMA letter itself is the communication tool. It shouldn't be a simple data presentation; instead, it needs to tell a story. The structure should be professional, concise, and easy to read. It should include:

A Personalized Greeting: Start with a personalized greeting addressing the seller by name. This immediately creates a personal connection.
Introduction and Your Expertise: Briefly introduce yourself and highlight your experience and success in the local market. This establishes your credibility.
Summary of Market Conditions: Provide a brief overview of the current real estate market trends in the area, including information on average days on market, price changes, and inventory levels. This demonstrates your market knowledge.
Detailed CMA Analysis: Present the CMA data in a clear and concise manner, including photos of comparable properties, key features, and adjustments made. Use tables and graphs to enhance readability and visual appeal.
Estimated Market Value Range: Clearly state the estimated market value range for the subject property based on the CMA analysis. Be realistic and avoid overinflating the value.
Marketing Plan (Optional): Consider including a brief outline of your marketing plan to sell the property, showcasing your strategic approach and commitment to achieving the best possible results. This can be a compelling reason to choose you.
Call to Action: Conclude with a clear call to action, inviting the seller to schedule a meeting to discuss their real estate goals and answer their questions. This moves the conversation forward.

Chapter 3: Visual Appeal and Professional Presentation

Your CMA letter is a reflection of your professionalism. A well-designed and visually appealing document makes a significant impact:

Professional Design Template: Use a professional and clean template to maintain a consistent brand image. Avoid cluttered layouts and ensure easy readability.
High-Quality Images: Include high-quality photographs of the comparable properties to provide a visual representation of the market.
Data Visualization: Use charts and graphs to present the data in a clear and concise manner. Visual representation improves understanding.

Branding Consistency: Maintain brand consistency throughout the letter, using your logo and brand colors to enhance recognition and professionalism.
Error-Free Presentation: Proofread meticulously for any grammatical errors or typos. A well-presented document shows attention to detail.

Chapter 4: Delivering Your CMA Letter Effectively

The delivery method can influence how seriously your potential client takes your CMA:

In-Person Hand Delivery: Hand-delivering the CMA shows personal commitment and allows for immediate interaction and Q&A.
Email Delivery: Convenient and cost-effective, but requires a professional and engaging email introduction. Avoid overly generic subject lines.
Mail Delivery: A formal option, but slower than email or in-person delivery. Consider including a personalized handwritten note.

Chapter 5: Legal and Ethical Considerations

It's crucial to handle CMA letters ethically and legally:

Accuracy: Ensure the data presented in the CMA is accurate and reliable. Avoid misrepresenting the market value or misleading the seller.
Disclaimers: Include a clear disclaimer stating that the CMA is not an appraisal. This protects you from legal liability.
Fair Housing Compliance: Adhere to fair housing laws and avoid any discriminatory practices in your CMA or communication.
Transparency: Be transparent about your fees and commission structure.

Chapter 6: Using CMA Letters to Generate Leads

CMA letters aren't just for existing leads; they can be a powerful lead generation tool. Consider:

Targeted Direct Mail Campaigns: Send CMA letters to homeowners in desirable neighborhoods to pique their interest and generate leads.
Online Marketing: Include a link to a downloadable CMA in your online marketing materials.
Networking Events: Use CMA letters as conversation starters at networking events and professional gatherings.

Chapter 7: Analyzing CMA Letter Results and Refinement

Track your results to refine your strategy:

Conversion Rates: Monitor how many CMA letters result in listing appointments.
Feedback: Collect feedback from sellers to improve your CMA letter and presentation.
Market Adjustments: Regularly update your CMA process to reflect market changes.

Conclusion: Mastering the Art of the CMA Letter for Real Estate Success

A well-crafted CMA letter is more than a document; it's a strategic tool for winning listings and building lasting relationships with clients. By understanding the nuances of CMA creation, presentation, and delivery, you can effectively position yourself as the go-to real estate agent in your market. Remember, continuous improvement and adaptation are key to maintaining your edge in the ever-evolving real estate landscape.

FAQs:

1. What is the difference between a CMA and an appraisal? A CMA is an estimate of market value, while an appraisal is a formal valuation performed by a licensed appraiser.
2. How many comparable properties should I include in a CMA? Aim for at least 3-5 comparable properties, but the number may vary depending on market conditions.
3. What if I can't find enough comparable properties? Explain this in your letter, highlighting the challenges and still providing a reasonable market value range.
4. How often should I update my CMA? CMAs should be updated regularly, at least monthly, to reflect current market conditions.
5. Can I use a CMA template? Yes, but personalize it to reflect your brand and the specific property.
6. What should I do if a seller disagrees with my CMA? Respectfully explain your reasoning and data, offering to discuss the details further.
7. Is it okay to include my marketing plan in the CMA letter? Yes, this can be a powerful selling point.
8. What are the legal implications of providing a CMA? Avoid misrepresentation; clearly state it's not an appraisal and adhere to fair housing laws.
9. How can I track the effectiveness of my CMA letters? Use a CRM system to track responses, appointments, and ultimately, listings won.

Related Articles:

1. How to Choose Comparable Properties for a CMA: Discusses the criteria for selecting relevant comparable properties.
2. Mastering Real Estate Market Analysis: Provides a deeper dive into analyzing market trends and data.
3. Effective Real Estate Marketing Strategies: Explores different marketing approaches for real estate agents.
4. Building Trust with Real Estate Clients: Focuses on strategies for building strong client relationships.
5. The Importance of Client Communication in Real Estate: Highlights the significance of communication in successful real estate transactions.
6. Legal and Ethical Considerations for Real Estate Agents: A comprehensive guide to legal and ethical responsibilities.
7. Negotiating Real Estate Deals Successfully: Covers negotiation techniques for securing favorable outcomes.
8. Using Technology to Enhance Your Real Estate Business: Explores the use of technology for increased efficiency.
9. Creating a Successful Real Estate Business Plan: Guides on developing a comprehensive business plan for real estate success.

cma letter real estate: *Door to Door Real Estate Prospecting* Linda Schneider, 2014-04 Want More Real Estate Listings? Then go directly to the source...knock and ask home owners when they plan to move. Sounds simple, right? But of course the devil is in the details: what to say, how to dress, how to get them to talk, how to track results, how to get motivated, how to improve results, what to hand out, how to handle rejection, how to follow up, and most importantly, how to convert leads to appointments. This book was born of experience, not theory. The information comes from both successful and failed door-to-door real estate prospecting efforts. In these pages, you'll see how some agents make over half a million dollars a year from door knocking, and you'll see how others struggle -- giving you a chance to learn from their mistakes. You'll see how new agents got started, and how long it took them to get their first listing. You'll discover what's hard, and how to make it easy. Most importantly, you'll see that it is both possible and realistic to use door knocking as a real estate prospecting approach to generate 10 to 20 listings per year.

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cma letter real estate: The Book of Yes Kevin Ward, 2016-01-20 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.

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cma letter real estate: Digital Competition Law in Europe Marc Wiggers, Robin Struijlaart, Joost Dibbits, 2023-07-14 'Digital competition', a term and concept that has risen to the forefront of competition law, may be viewed as both promising and cautionary: on the one hand, it brings the promises of increased speed, efficiency and objectivity, and, on the other, it entails potential pitfalls such as hard-to-identify pathways to unfair pricing, dominant positions and their potential abuse, restriction of choice and abuse of personal data. Accordingly, jurisdictions around the world are taking measures to deal with the phenomenon. In this concise but thoroughly researched book – both informative and practical – lawyers from two prominent firms with specialised digital competition teams take stock and examine the state of digital competition in the enforcement practices of six competition authorities in Europe, most of these forerunners in the field of digital competition policy and enforcement. The competition authorities surveyed are those of the European Union, the United Kingdom, France, Germany, the Netherlands and Belgium. For each, an overview, spanning the period from 2012 to mid-2022 but including as many landmark cases as possible up to and including December 2022, includes not only landmark cases in which digital technologies have had a significant impact on the competition law outcome but also guidance documents such as speeches, policy statements, industry surveys and research reports. Activities and enforcement practices of the various authorities include the following and more: degree of activity; focus of the activity; enforcement styles; enforcement instruments; visible effectiveness of enforcement; and important insights and outlooks. Each overview contains separate chapters on cartel prohibition, the prohibition of abuse of a dominant position and merger control. Additional chapters – partially written by guest authors (who are all without a doubt true thought leaders: Tristan Byrne, Giuseppe Colangelo, Ai Deng, Teodora Groza, Daniel Mândrescu, Wolf Sauter, Thibault Schrépel, and Gareth Shier) – evaluate the similarities and differences in the enforcement practices and the positive and negative effects of digital competition in the jurisdictions investigated, the economic context, the most important game changers, and a concluding chapter offers recommendations. An indispensable guide to quickly and accessibly acquiring in-depth knowledge of competition law in the digital sector, this matchless volume is a must-read for any practitioner or academic who encounters competition law related to digital markets. The dilemmas and challenges of the new competition law reality – which is here already, like it or not – are clearly explained here for the benefit of regulators, academics, policymakers, judges, in-house counsel and lawyers specialising in competition law and intellectual property law.

cma letter real estate: The New Masters of Real Estate Ron Legrand, Brian T. Evans, Caitie Yu, John MacNeil, Eddie Miller, Robert Lisk, Grant Kilpatrick, Rick Donner, Jim Zaspel, Stephanie Iannotti, Lisa Donner, Matt McLean, Donna MacNeil, Nathan Witt, Philip Blackett, Brian Snyder, Christine Brown, Ricky Strain, Tom Burtness, Troy Singer, Elizabeth Lisk, Jon Iannotti, Richard McLean, 2010 The New Masters of Real Estate is a collective MasterMind effort of America's leading real estate experts teaching their best strategies on how to profit from real estate in the new economy. From how to find the right properties and tie them up with no money down, all the way to marketing and selling properties to cash in on current opportunities, this book will teach you the secrets you need to know (including pitfalls to avoid). The book taps the minds of twenty-four leading experts who have figured out how to profit from real estate in the new economy. Your newfound knowledge gained from this book will allow you to intelligently shift your money to your most effective investing options, discard wasted strategies that don't produce, and show you how to increase your profits on the real estate in which you invest. About the Author Ron LeGrand, Caitie Yue, Donna and John MacNeil, Eddie Miller, Robert and Elizabeth Lisk, Dr. Grant Kilpatrick, Jay Conner, Jim Zaspel, Stephanie and Jon Iannotti, Lisa Donner, Matt and Richard McLean, Nathan Witt, Philip Blackett, Brian T. Evans, Jr., Brian Snyder, Christine Brown, CPA, Rick Donner, CPA, Ricky Strain, Tom Burtness and Troy Singer.

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cma letter real estate: Mastering the Art of Selling Real Estate Tom Hopkins, 2004-08-03 Full of anecdotes, sales scripts, and proven tactics, this fully revised and updated book shows readers how to find the best listing prospects; win over For Sale by Owner sellers; earn the seller's trust; and more.

cma letter real estate: 16 Strategies for Sales Sean Moudry, 2019-11-16 16 Strategies for Sales will help you understand your own innate preferences, identify sales strategies best suited for your natural abilities and provide you tools to work with other personality types. Many companies spend hundreds of thousands of dollars on assessments to find the magic personality combination for building a successful sales team. In my experience, there are hundreds, if not thousands, of ways to achieve this goal. Most companies focus on a narrow personality type that has been blessed with a natural gift for sales. But, we can all agree that some personalities are more likely to be successful at typical sales strategies. You will see throughout this book how personalities that are not naturally sales-oriented can also achieve success in sales. The key is not to find the rare diamond in the coal, but to find the best way to turn the coal into diamonds. If you are unhappy with what you are doing, or even the business you've created, consider the possibility that you are simply operating outside of your innate preferences. Imagine if there was a strategy you could apply, one in which you worked in alignment with your natural abilities, to achieve your desired success. Our solution was to create our own assessment based on the Myers-Briggs Type Indicator and to develop simple descriptions of each personality type to help you decide what sales strategy might be the most natural for your own innate preferences. The Myers-Briggs Type Indicator has sixteen psychological types, therefore, we developed our own 16 Strategies for Sales, offering a sales strategy for each personality type.We believe the key to individual success is to become aware of our own innate preferences and how they affect our life, happiness and accomplishments. This book is a tool to help you become more aware of yourself and others. When we understand this about ourselves and the people around us, we become influential and will be happier and achieve more success.

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