

## 11. How to make a sale

Next Slide



Los Angeles real estate titan Tami Halton Pardee and 8-year-old Oklahoma Girl Scout Blake Cavner share their best sales tips.

**Let's start with your bona fides. Tami, what does a good year of real estate sales look like?**

**Tami Halton Pardee:** This year we'll do about \$750 million.

**Wow! Blake, how many boxes of cookies do you sell each year?**

**Blake Cavner:** At least 1,600 or 1,700.

**You both must rely heavily on word-of-mouth advertising.**

**Halton Pardee:** That is number one for us. Fifty-seven percent of our clients are return or referral. The average is 11 percent in real estate. It's all about trust. People want to buy a home from someone who is looking out for their best interest.

**Cavner:** I sell to some of my mom's friends, and I set up booths outside restaurants and stores.

**Are there particular stores where you sell the most?**

**Cavner:** I sell more at Walmart.

---

**How do you persuade people to buy more cookies than they planned to?**

**Cavner:** People always say, “I’ll come back after I buy stuff from the store.” So I say, “OK,” and then I just start dancing and being happy, and they’re like, “OK, actually, I’ll buy more now.”

**Tami, do you dance in your properties?**

**Halton Pardee:** I will if they want me to! It’s similar, though -- you just want to relate to clients. We want to see what excites these people, and a lot of times we’re not upselling them, we’re moving them to a property that will excite them. If they walk into a condo and I see that they’re pregnant, I’ll say, “I think a house with a yard might be better.”

**Blake, what’s your go-to pitch?**

**Cavner:** “We take cash, credit cards and checks.”

**Credit cards! That’s high-tech!**

**Cavner:** We do it on people’s phones. Like, my mom’s phone [through the Girl Scout app].

**Tami, you must leverage tech a lot.**

**Halton pardee:** Web is how 99 percent of people are looking. We partner with Zillow and a lot of online real estate sites. We have 4,000 Instagram followers, and 20,000 people subscribe to our newsletter. Our house average is 67,000 views per month. We’re in Silicon Beach, where Snapchat and Google are, so I use my personal Snapchat account for business. A lot of my clients are Snapchat employees, so they only Snap you.

**Last question: What’s your best sales tip?**

**Cavner:** If someone is mean, just say, “OK” and never care about it, instead of saying, “That’s not nice, you should never say that.”

**Halton Pardee:** My mom taught me to have the best manners. Say “please” and “thank you” with a big smile. It’s amazing how far you can get.

<https://www.entrepreneur.com/slideshow/306543#11>