

# The Changing Market

By Jim Droz, Former #1 Agent in the Century 21 System



An ol' timer once told me, "**A bend in the road isn't the end of the road unless you refuse to take the turn.**" In the real estate industry, since August of 2005, there has been a bend in the road. Buyer activity is much slower and the inventory of available homes is huge. The market is not horrible; it is simply different. For the agents who want to prosper in today's real estate industry, it is time to adjust; it is time to take the turn.

There are 16 "Must Do's" to thrive in the current real estate marketplace. We will cover "Must Do's" 1-6 in this offering. The remaining "must do" items will be discussed in later articles. The first 6 are:

- 1) You must increase your listing inventory. The agent with the most quality listings always wins. This is a rule that has no exceptions. He who lists, thrives in all market conditions!
- 2) You must market your successes more aggressively. As consumers become even more aware that buyer activity has slowed, they are attracted to the agent who is demonstrating success. All success opportunities must now be milked for every ounce of recognition to brand yourself as a successful agent.
- 3) You must expand your databases and increase repetitive marketing to the clients in your targeted groups through direct mail and client contact. Repetition is recognition and recognition equals transactions. How often are you marketing your product to the consumer in your locale? That product, of course, is you.
- 4) You must increase and improve your Internet presence. HomesAndLand.com advertisers who efficiently and effectively work incoming leads, are prospering. While other agents are crying over a lack of buyer activity, Homes & Land's many "brand-building" tools are generating buyer leads. Participate in Homes & Land's system and convert those leads into transactions. If you snooze, you lose!
- 5) You must work Expired Listings. The number of listings that expire is growing daily. There is no faster way to build your listing inventory.
- 6) You must master "short-sales." In some areas of the country, short-sales and REO's make up 75% of all closed transactions. You must develop expertise in these areas of the current market.

Today's real estate environment is not something that should be feared. It is an opportunity for you to excel. The consumer now needs a quality real estate agent. To adjust is to win!

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