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## Real estate execs see opportunity in 'Shift'

Book review: 'Shift: How Top Real Estate Agents Tackle Tough Times'

BY PATRICK S. DUFFY, TUESDAY, DECEMBER 9, 2008.

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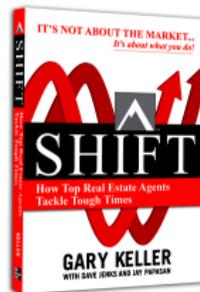
**Book review**

Title: **"Shift: How Top Real Estate Agents Tackle Tough Times"**

Authors: Gary Keller, Dave Jenks and Jay Papasan

Publisher: McGraw Hill, 295 pages, \$21.95.

*"The worst that happens to you can be the best thing for you, if you don't let it get the best of you." --Will Rogers*



There's certainly no doubt that we're currently in the midst of one of the most challenging real estate markets in decades, but if the authors of the book "Shift: How Top Real Estate Agents Tackle Tough Times" are to be believed, this also marks a time of great opportunity.

Written in a fairly elementary format by Keller-Williams Realty co-founder Gary Keller and colleagues Dave Jenks and Jay Papasan, the book acts as both a primer for newly minted agents as well as a supportive roadmap for veteran agents in need of an attitude tune-up.

Although Keller and his co-authors -- who also wrote "The Millionaire Real Estate Agent" and "The Millionaire Real Estate Investor" -- take almost 300 pages to discuss themes that at first glance could have potentially been abridged to 100, as I read through the book I found myself scribbling in the margins and marking pages for further study, thereby making it as much a workbook as a future resource for ideas.

And therein lies the power of the book's structure: by forcing readers to think through simple themes on everything from managing expenses to maximizing the conversion of leads to the signing table, Keller and team have created a to-do list that could suit a range of sales-related industries.

Whereas the first part of "Shift" focuses on a macro-economic overview of the how, why and when real estate shifts happen -- both in terms of sellers' and buyers' markets -- the second part is where the "workbook" begins in earnest.

Offering "12 Tactics for Tough Times" for readers in a hurry to put the advice to good use, the authors walk us through the various facets of running a real estate business, including being realistic; right-sizing staffing levels; using appropriate marketing techniques (including a take-no-prisoners approach to the Internet); pricing ahead of the market; creating urgency for buyers; mastering creative financing techniques; becoming experts on short sales, REOs and foreclosures; and bullet-proofing transactions by making yourself the last line of defense against flaky agents, dishonest lenders and skittish buyers.



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