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Subject: Oct. 25 workshop

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To workshop participants:

It's a well-known fact that Real Estate sales is a highly competitive field. Perhaps just as well known as sellers, in a traditional Real Estate transaction, pay their agent's and the buyer's agent's commission, or that Agents can represent both buyers and sellers in independent transactions in locales outside their office address. My point is: these basic facts, among others, which I would think are no brainers, are actually quite confusing to the general public. They don't understand what we do, nor how we do our jobs. Sure they know how easy it is to become a Realtor--a class, a test and whom you're in business. But they don't know much else about our profession.

My profession is an extremely competitive place to survive. It looks easy, thus the high numbers of new licensees in good times, but the fallout rate proves that it's anything but easy. As a Realtor, you are in constant competition with these new licensees as well as seasoned veterans, and every time an escrow closes, you're out of a job and need to find a new one! (Actually you need a consistent, structured marketing/networking program to keep those escrows--jobs-- coming).

Every Realtor has the minimum to do the job--the license placed with a working Broker and access to the MLS. If that's the case, then what differentiates one Realtor from the next? Well that is the \$64,000 question isn't it? It boils down to who you know, who knows you and how well you convey what you do will benefit them. From the public's perspective, it's hard to know who is competent and who is not, who will do what they say they will and who will let things slip through the cracks. It's not uncommon for Realtors to interview for listings only to be told, " Uncle Al's son just got into Real Estate so we signed with him." Nevermind your seasoned track record.

But mostly competition over time weeds out a lot of the fluff. In my 12+ years as a Realtor (the last three as an independent Broker) I have worked hard to nurture my reputation among clients and fellow Realtors as someone who can be trusted to do what I say I will and to get the job done with as little drama as possible. Often times my actions are met with surprise, "Wow, you're on top of it!" one shocked Broker recently said to me about my attention to detail in our joint escrow. My hope is that those Realtors who lack the commitment to become a knowledgeable, responsible professional find another job.

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