



Shift: The 12 Tactics Real Estate Agents Must Do Now to Win in a Down Market

Gary Keller, Jay Papasan, Dave Jenks

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"NEW YORK TIMES" BESTSELLER "WALL STREET JOURNAL" BUSINESS BESTSELLER

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"Tough times make or break people. My friend Gary teaches you how to make the tragic into magic. Read & reap from this great book."

--Mark Victor Hansen, Co-creator, #1 New York Times best selling series Chicken Soup for the Soul
Co-author, "Cracking the Millionaire Code, The One Minute Millionaire, " and "Cash in a Flash." Author,
"Richest Kids in America"

"Real estate buyers and sellers have to SHIFT their mindset to new and more creative strategies in this challenging real estate market. This book shows them excellent ways to survive and thrive."

--Robert Allen, author of the "New York Times" bestsellers "Nothing Down, Creating Wealth, Multiple Streams of Income" and "The One Minute Millionaire."

"Change happens. It's natural. It's ever present. It's reoccurring. So when markets shift you need to as well. No one explains this better in the real estate industry than my good friend Gary Keller and his team of talented co-authors. Their latest book, SHIFT, is perfect for all real estate professionals. It captures the very essence of a shifting housing market and what Realtors need to do to thrive therein. SHIFT will help you alter your focus and your actions to ensure that you get your head back in the game and increase your market share, irrespective of strong or weak market conditions. It's a great book - read it today."

--Stefan Swanepoel, author of "Swanepoel TRENDS Report, 2006-2009"

"Need help weathering the storm in today's real estate market? If so, reach for Gary Keller's new book, "Shift"-- it's the lifesaver you need today to thrive tomorrow. "Shift" is rich in easy-to-understand strategies, charts, and illustrations that show you exactly what you need to do to thrive in today's very challenging and 'shifted' real estate market."

--Bernice Ross, "Inman News"

The Millionaire Real Estate Series

More than 1,000,000 copies sold

"SHIFTS" happen...

Markets shift, and you can too. Sometimes you'll shift in response to a falling market, and other times you'll shift to take your business to the next level. Both can transform your business and your life. You can change your thinking, your focus, your actions, and, ultimately, your results to get back in the game and ahead of the competition. The tactics that jump-start your business in tough times will power it forward in good times. No matter the market-shift

"SHIFT" explores twelve proven strategies for achieving success in any real estate market, including Master

the Market of the Moment: Short Sales, Foreclosures, and REOs Create Urgency: Overcoming Buyer Reluctance Re-Margin Your Business: Expense Management Find the Motivated: Lead Generation Expand the Options: Creative Financing

Shift: The 12 Tactics Real Estate Agents Must Do Now to Win in a Down Market Details

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Julie says

Across North America, many real estate agents tout the quality of the information in SHIFT, and for good reason. It is within the pages of Keller's book you find his description of what the market shift is and what your personal shift is to react to it. Keller outlines the cyclic market shifts and presents the 12 tactics you can use to negotiate your way through the turmoil. Keller's thesis is that as real estate agents, it is important to manage your behaviour in the sales trough while waiting for the next peak to occur. The result is being able to align your client's and your own economic expectations against the present market volume. Keller details the oscillation of inventory between a buyer's and seller's markets and outlines the anatomy of national and local shifts, all the while providing definition of each type of shift.

It is the laws of equilibrium in the markets Keller explains and gives the reader the means to react and exploit the shifts, providing agencies with the resilience to withstand the hardships of the market. Once described, the 12 tactics are spelled out by Keller, giving you the mental tools you'll need to prepare for shifts. What stands out across Keller's 12 tactics is like the shifts in the market, you require shifts in your plan of attack. Static use of the "tried and true" is a recipe for failure. It is these tactics that help elevate your sales game and enrich your selling experience. This reaction of a Mental Shift to respond to the Market Shift allows agencies to be resolute in a fluctuating market.

The use of a "Plan B" is vital to Keller. He dictates not only is a Plan B necessary to have, it is necessary to action. What differentiates the success from the failure is the presence of a plan of action that provides you as an agent with a way out of tight market situations, and implementing the plan accurately. Keller's tactics are fundamental in getting your Plan B together. Plan B will be different for different agents in different markets, times and abilities, and Keller helps define the overall steps for the action plan, allowing you to formulate your own strategy. Keller's process outlines how to do more with less resources in a drier market, and let go of your belief of what "should" be done traditionally.

Keller's section on the management and generations of leads is what makes this book, getting you to move past the need to acquire any lead and wait for the appropriate lead. Keller challenges you to discard what you have traditionally done and analyze objectively the best means to garner leads within your current economic paradigm. Depending upon the gravity of the situation, the plan will probably be more outside the box. The section describing how to take lead generation six steps further is one of the most thought-provoking sections for people who believe that burying a sign in a yard is what constitutes "lead generation". The steps that follow are not only logical and have been sitting in front of all of us are inspiring.

Keller also provides tips on conversation steering, using helpful language to close sales more consistently. This coupled with managing pricing ahead of the market and "pricing persuasion" are new items you can add to your sales arsenal. Add to this Keller's discussion on time and task management to help you organize your time and work more effectively on what's important. Keller also takes time to describe the best ways to time selling and home positioning so the market does not trap the seller underneath the market.

Keller's style is conversational in nature, making this an interesting and easy read that you'll find hard to put down. His analysis of the market and how to manage it gives both a holistic view of the overall market behaviours as well as a granular look at the day-to-day processes that can be used to come out on top no matter what the circumstance. Upon completion of this book, you'll come to the conclusion that SHIFT

means "sales".

Ozzie Jurock says

Excellent book.

If you are a Realtor or in any kind of real estate investment environment you will enjoy this book.

I like Gary Keller. I knew him when he started the Keller-Williams franchise.

He is a brain and a thinker.

The book gives 12 things to do...some of the you know, some may surprise you

Josh Shelton says

Read for the second time, once on kindle and once through audio. Some good stuff here. Great compliment to Mrea

Yodamom says

A motivator for anyone feeling the dip in their pocketbooks or their motivation. It is mostly filled with common sense knowledge, with inspirational stories. I found it left me feeling positive at a time with everyone is negative. Not just for Realtors, could carry over into any one is sales.

Melissa says

My friend Andrew Gave me this book because our team talks about it all the time. It was pretty insightful for how to keep calm, when the market starts to shift, and how to coach our clients at that time.

Meredith says

Always good to keep your head in the game! Some good advice for navigating the shifts in real estate and how to stay on top of client's needs. We are currently in a seller's market, so much of this does not apply atm. But, I still found some great pieces here in any market.

David Anusontarangkul says

Very thorough book about closing deals. I like the idea of anticipating problems that will occur in each step and to keep in contact with the client after contract and before closing. Having the agent talk to the lender of the buyer to confirm funds is also a good idea.

Jane says

This was a great book to read at the start of the new year when it is time to get back into good business habits to have a successful year. Whilst for the past year we appear to be shifting into a better market for business, the advice in this book was useful nonetheless. In it Keller sets out 12 tactics in detail to move an agent's real estate business forward especially in tough times. The only criticism I have is that is an American book and so some things are not familiar in the Canadian market.

Kathi says

Worth reading again and again!

Douglas says

So far an excellent, excellent book on what a real estate broker should do during a downturn. Complete with scripts and things to focus on, this is my favorite of the 3 books by Gary Keller that I have read.

I will re-read or complete the millionaire real estate agent after I complete reading this book.

It is the best book on real estate sales that I have read so far this year. A must for any broker to read.

Jonathan Johnson says

Another great book by Gary

The Shift is another great book by Gary

The millionaire Real Estate Agent focuses on the big picture of starting in the industry to the steps and processes for netting millions. In this book Gary gets more granular and spends a majority of the pages giving advice to make it through a shift, but also to make it through any market

Overall, this is a great book to read, and if the millionaire real estate agent is worth reading once a year, this is worth reading twice a year

Danny T says

Absolutely essential tactics for the real estate professional, whether in the shifting market, or any time. These

tactics make you more efficient, more purposeful, and more professional. These tactics can be applied to most sales jobs, and many other lead based businesses. Organized, compelling, and well-written.

Darren Kittleson says

12 tactics for our new real estate market is great. There's no way an agent can't be successful in today's real estate markets if they read and implement the ideas shared in this book.

James Bauslaugh says

A great book chalked full of principles to prepare any agent as they manage their way through a market shift.

Sue Chappell says

Very good common sense strategies. Heard most of it before, but great reminders!
