



Shift: How Top Real Estate Agents Tackle Tough Times

By Gary Keller, Dave Jenks, Jay Papasan

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"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

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Editorial Review

About the Author

Gary Keller launched his sales career and later Keller Williams Realty International during two of the worst downturns in the recent history of the real estate market. With *SHIFT*, Gary and coauthors **Dave Jenks** and **Jay Papasan** deliver an authoritative resource for surviving and thriving in a shifted real estate market and the latest book in the bestselling Millionaire Real Estate Series.

Users Review

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Susan Jun:

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