How Inman Select helps one managing broker refresh his best practices in recruiting

Inman Select was launched to provide real estate agents and brokers with a reliable, specific source for the news and information they need to thrive in the real estate industry. And it's helped hundreds of real estate professionals identify areas for improvement, plan and execute change and stay on top of rapid industry shifts as legal issues, technological advancements and consumer sentiment changes how business is done.

We're sharing the stories of real estate agents and brokers who read Inman Select and use it every day to improve their businesses. Here's what they know that you might not.

(Are you an Inman Select subscriber who's interested in sharing how it supports your business? Email for the opportunity to be featured in upcoming Select Sound Bites).

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Mark Ossinger is the managing broker for Fathom Realty in Washington state and has been in real estate for decades. He's also been an Inman Select subscriber for years, and he says it's helped him navigate changes in the industry while he fine-tunes his business. "The relevant content makes it a great resource," he said.

What is your greatest accomplishment in real estate?

My greatest accomplishment is delivering 30 years of trusted real estate service to all my clients, generating even more referrals from those clients.

How to turn your listings into more seller clients

Maximizing your listings’ value in today’s low-inventory market READ MORE

How do you use Inman Select in your real estate business?

I am always looking to add talent to our team and grow the company in our state, and the numerous articles from others who also recruit top talent, and from brokers who have opened new offices, are always helpful and insightful. An article about Randy Zimnoch in November was very helpful for providing context to share with would-be recruits.

What would you tell someone who's unsure about the value of subscribing?

There's a parallel between "don't let anyone eat alone," the informal slogan for Inman Connect events, and the value in the updates and refreshing information from Inman Select. You have to *be in the game* to play the game well, and Inman Select offers the information and platforms we all need to stay sharp.

Without Inman Select, my business would …

Be less current and up-to-date in how we view our business world and the real estate industry.

Do you want to take your business to the next level? Subscribe to Inman Select today*!*

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Want to connect with Mark? You can find him online*,* Twitter *and* LinkedIn*. Email* Shawna Strayhorn, *Director of Subscriber Growth, to share your Select Sound Bite!*

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