How real estate agents can overcome a low-inventory market

As real estate agents in today's low-inventory market, searching for a home can prove incredibly frustrating for both us and our buyers. You may want to throw your hands up and try to ride this difficult time out. However, the key to getting past this issue is to discover new ways to find inventory -- in the form of listings. Real estate agents with listings typically have a far easier time getting transactions to close than those working with buyers who might not be able to find what they are looking for and may even be outbid. An increase in inventory helps everyone. Listings can be found everywhere, but learning to successfully locate these listings is another story. Not only does the contact need to be consistent, but the message also needs to be compelling -- you can't rely on generic, sporadic messages anymore. You need to complete in-depth research that tells the story of the sellers' situation and how they can benefit from these current market conditions....

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