How to survive a market downturn as a real estate agent

Fear mongering is not my thing. I don’t like planting the seeds of the worst case scenario either. However, in business, there has to be a window of awareness that clues you into the possibilities -- whether they be good or bad. I was in a conversation with a few real estate colleagues, and we were discussing our experiences between 2007 through today. If you have been in this business that long, you know that there were some difficult times for most people when it came to real estate. If that doesn’t mean much to you, it was a financial apocalypse. As new real estate agents flock to the industry and older agents grow distant from the bad times, it is important for us to remember the survival skills in down markets. I don’t think it's a question of if the market drops -- it's a question of when and how far. Sharing our stories, these were three key elements we uncovered to surviving down times. Diversify When things get bad, you have to fight for every client. Y...

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