Real estate industry, the choice is yours: Opportunity or train wreck

In Northern New Jersey’s quaint town of Madison, Realogy runs its global real estate operation in a nondescript suburban business park. Located at 175 Park Ave, the 15-acre facility offers its employees ample outdoor parking with VIP underground spaces for its executives.Employees and guests, who enter through a spacious and pristine lobby, are greeted by a mural of the “core values” for some of the most powerful brands in real estate. Another banner touts Realogy for being recognized as one of the "World’s Most Ethical Companies®" by the Ethisphere Institute.Like a corporate fairy tale, nothing seems amiss, even the perfectly groomed landscaping that surrounds this real estate services epicenter. But as we recently reported, change is brewing at Realogy, which sits on top of an industry that may be meeting its (disruption) maker.As their margins slip lower and lower, brokers are being hit from all sides by one threat after another that cannot be ignored by Re...

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