When it’s time to redevelop your structure and business model, Inman Select provides guidance

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 shawna@inman.com for the opportunity to be featured in upcoming Select Sound Bites).

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Karl Freund is a real estate broker in the Phoenix metro area who’s been a Select subscriber for more than a year and who uses the information and news he reads on Inman to boost his business. He’s in the top 1 percent of real estate agents nationwide and reads Inman regularly, especially for the Select articles available only to subscribers.

“I am literally in the process of redeveloping my structure and business model,” Freund explains, “and I used Select this morning to learn more about Compass and its 2020 vision. It gives me motivation and direction. Awesome stuff!”

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What is your greatest accomplishment in real estate?

I was one of the first people to own a mortgage company, title company and real estate company at the same time.

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

I love the industry insights! And I also love the articles about other major players in the real estate field and what direction they are going. It's really valuable content for my business.

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

It's underpriced! The amount of information you get far exceeds the price.

Without Inman Select, my business would …

Be wandering aimlessly!

Want access to creative ideas for driving growth in your business? Subscribe to Inman Select today*!*

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

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