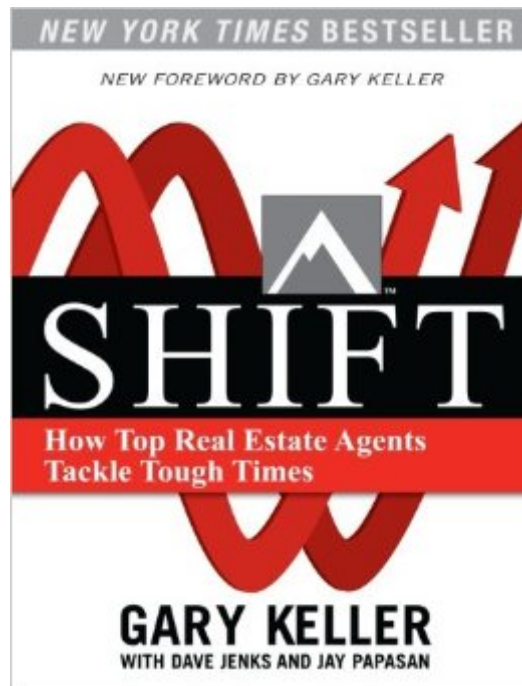


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# Shift: How Top Real Estate Agents Tackle Tough Times



## Synopsis

NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BUSINESS BESTSELLER USA TODAY MONEY BESTSELLER "Tough times make or break people. My friend Gary teaches you how to make the tragic into magic. Read & reap from this great book."--Mark Victor Hansen, Co-creator, #1 New York Times best selling series Chicken Soup for the Soul Co-author, Cracking the Millionaire Code, The One Minute Millionaire, and Cash in a Flash. Author, Richest Kids in America "Real estate buyers and sellers have to SHIFT their mindset to new and more creative strategies in this challenging real estate market. This book shows them excellent ways to survive and thrive."--Robert Allen, author of the New York Times bestsellers Nothing Down, Creating Wealth, Multiple Streams of Income and The One Minute Millionaire. "Change happens. It's natural. It's ever present. It's reoccurring. So when markets shift you need to as well. No one explains this better in the real estate industry than my good friend Gary Keller and his team of talented co-authors. Their latest book, SHIFT, is perfect for all real estate professionals. It captures the very essence of a shifting housing market and what Realtors need to do to thrive therein. SHIFT will help you alter your focus and your actions to ensure that you get your head back in the game and increase your market share, irrespective of strong or weak market conditions. It's a great book â " read it today."--Stefan Swanepoel, author of Swanepoel TRENDS Report, 2006-2009 "Need help weathering the storm in today's real estate market? If so, reach for Gary Keller's new book, Shift-- it's the lifesaver you need today to thrive tomorrow. Shift is rich in easy-to-understand strategies, charts, and illustrations that show you exactly what you need to do to thrive in today's very challenging and 'shifted' real estate market." --Bernice Ross, Inman News The Millionaire Real Estate Series More than 1,000,000 copies sold! SHIFTS happenâ | Markets shift, and you can too. Sometimes you'll shift in response to a falling market, and other times you'll shift to take your business to the next level. Both can transform your business and your life. You can change your thinking, your focus, your actions, and, ultimately, your results to get back in the game and ahead of the competition. The tactics that jump-start your business in tough times will power it forward in good times. No matter the market-shift! SHIFT explores twelve proven strategies for achieving success in any real estate market, including Master the Market of the Moment: Short Sales, Foreclosures, and REOs Create Urgency: Overcoming Buyer Reluctance Re-Margin Your Business: Expense Management Find the Motivated: Lead Generation Expand the Options: Creative Financing

## Book Information

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## Customer Reviews

Any agent, new or experienced, independent or franchised, big broker or little broker, can benefit from this book! Shift is truly a guidebook for real estate agents/Realtors old or new, IN ANY MARKET even though it's marketed as (see the title) helping agents through the current "buyer's market". Many agents - with experience limited to the booming "seller's market" we experienced in the US between 2001 and 2007 - were (and some still are) SHOCKED by the shift in the market and what that did to their business, income, lifestyle, etc. Gary Keller explains what happened (and how it's happened before and will happen again) and what the options are for real estate agents. Those that choose to tough it out and stay in real estate, can learn viable strategies to get leads, convert the leads to contracts, and close and get paid in the current market. In fact, the strategies can (and will) be aptly applied in any market. Tip/hint: Gary recommends taking the book to a local office supply store and having them spiral bound it so it can be used as a field guide of sorts. VERY GOOD IDEA. Thanks for awesome book-delivered coaching/mentoring Gary!!!

In the beginning of the book, Keller outlines his history in real estate and the challenges he had going through recessions. He brings that point to the current marketplace and how we all have to "shift" our thinking in order to cope with current conditions. Like his Millionaire book, the ideas in the book are not rocket science, but the foundation is great and I believe the way he lays out the book is better than anything else on the market. One of the keys that too many agents and brokers miss is mindset. You have to be looking at every situation the correct way. There are opportunities in every market, even this one. Great read!

SHIFT was fantastic! If you are a real estate agent I'm sure your business has shifted to some degree. If you don't implement these 12 tactics, you may find yourself working in another field, or maybe you already are. It was so refreshing to read a real estate book that is accurate with what is going on! Sounds easy? Well it is. The truth is everyone can do, but not everyone will (quoted from the book). Agents in my office that have implemented these 12 tactics are pulling unbelievable numbers. Our entire training system is now revolving around these 12 tactics and by the way, it's not a spend money book. You can implement these tactics in your business without spending anything. If you are an agent, do yourself a favor, get the book and master it!

I am glad I bought this book. I bought and enjoyed the Millionaire RE Agent and RE Investor. That being said, I don't think it is a great book and that's why I gave it 3 stars. I think the author is a little too dependent on scripts and formulas to work your way out of a slump. If he would update it a tad to account for the fact that most consumers are extremely averse to script heavy agents, it would have been better. But I do like the fact that he is inspiring, and stresses the can-do attitude that hey, no one's coming to help, you have got to do it yourself. I appreciate that inspiration. I wish he would have written more on that. On the other hand, if you are a less tech heavy agent, you will like his very detailed and practical methods. It is not my cup of tea (yet, maybe the shift will change my mind!).

"Shift" was a worthwhile read. As a new agent, it's scary to think your new license won't take you anywhere because the market is so bleak, but this book offers a lot of hope and, more important, direction, as to how to get through any market. The Gary Keller books I have read, so far, have been awesome, just as joining the Keller Williams team.

Another home run. A very thoughtful, entertaining read. Shift offers specific and insightful methods for growing your business in good or challenging times. Put these techniques in to play in your business and success will be the only by-product.

This book is POWERFUL and exactly what every agents needs that is trying to survive in this real estate market. It is the plan of attack to become an agent who doesn't just survive but thrive and builds market share that will impact and shape their future real estate business. Gary and his team create a road map on what an agent needs to do to turn this real estate market into an real estate opportunity. Every agent should have this and all of Gary Keller's book in their library. Shift knocks it

out of the park!

Although SHIFT is intended for those in the real estate profession, the 12 tactics and strategies presented are just as applicable to anyone who is in business. The market will always shift, and this book clearly identifies why and then goes the extra mile by providing strategies for real estate professionals to get through this market instead of waiting for the market to change. This should be a must read for anyone even thinking of getting into real estate ... and a must read for those who already are! In a time when just about everyone is nervous about what has happened, this provides some "sense and sensibility" for us to share with the consumer.

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