Time to Recap and Retread

I wanted to sum up my past seven articles/blogs before moving into new areas of being successful both in business and in life. Posting these articles has led to many conversations from folks around the country some have more years in the business then me, some are high ranking people in the real estate community. Universally they all agree we need to change if not we risk what has happened and is happening to other industries. I'm not sure we can completely stop the Wall Street and Silicone Valley invasion of the real estate industry but we can bend the curve.

As of today, we have 1,331,829 ambassadors of real estate, better known as REALTORS®. Just imagine all those ambassadors touching as many people in their community as possible, taking time to learn who they are, what they need and start Relationship Marketing. We have discussed the F.O.R.D. system, we have discussed modern day communication, we have discussed developing and building relationships. We have also discussed what NOT to be which hurts the entire industry.

My hope is that leadership from the broker level to the elected officers of an association and MLS to the staff and education directors, the YPN's, local CRS chapters, WCR groups all add to the agenda identifying and building an action plan. Please share my first article/blog titled "Time to get Serious" with any of the above-mentioned people, ask them what we can do locally together to educate our members.

I have been asked lately why am I writing all these articles/blogs. My answer is so simple, I have been involved in the real estate support industry for 19 years and have made many friends across the country. I want to see the industry continue for another 19 years proceeding successfully for the many friends that will remain in the industry.

If I can help in any way possible please contact me! This is article/blog is number 8, if you have missed any they can be found on my FB Timeline or my FB page Dick Betts Blogs. My website has all my blogs plus more information.