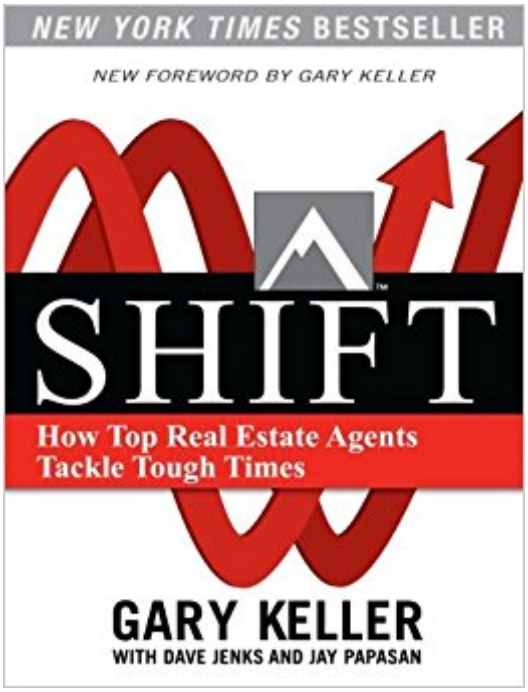
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Synopsis

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 Ã¢â ¬â œ 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 happenÃ¢â ¬Â¦ 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

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Customer Reviews

Gary Keller launched his sales career and later Keller Williams Realty International during two of the worst downturns in the recent history of the real estate market. With SHIFT, Gary and coauthors Dave Jenks and Jay Papasan deliver an authoritative resource for surviving and thriving in a shifted real estate market and the latest book in the bestselling Millionaire Real Estate Series.

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 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!!!

Gary Keller is pretty good at the inspirational stuff. Nothing wrong about it, but it tends to clutter the substance his books, which could be summarized in a few pages. This is not the case with this one. Lots of solid advise - most of it is common sense and things that can be dug out from around the

web of learned from top agents, but this books ties it all up together. In the process Gary Keller brings it up to a big picture view in the context of market shift. Well done.

This is a great real estate book for all agents, both new and seasoned. It talks about shift coming in real estate market today and what to expect. Gary Keller is expert in predicting future in real estate, he made his fortune in it.

This is a vital handbook for Realtors who want to stay ahead of the constant changes in the real estate market cycle. It is great reading for ANY market. Lots of common-sense insights and tools and strategies to weather the inevitable downturns of this business. I highly recommend this book.

I found it very interesting and taught me how to really cut back on my expenses and really stick to a budget. And eliminate some expenses and find other alternatives but most of all do a lot of lead generation especially in my database

This book is filled with great advice from one of the most successful agents in the world . Applying the tactics, and living them with ensure long term success

I was very happily surprised with this book! It really focuses on what works, not a bunch of gimmicky waste of money and time crap. You can learn a lot from this book regarding making your business lean, cutting the fat and bringing your margins back to where they need to be to stay alive and thrive. This book is well worth every penny and I wish I had found it sooner. I've bought dozens of decent real estate books and this is by far the best one I've found so far. It really gets you thinking and gets you back to doing and that's what makes the cash register ring!

Another excellent book written by Gary Keller!I am real estate agent from Hong Kong and Gary's professional advice still helped me!

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