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Sent: Thursday, October 20, 2005 5:10 PM
To: ATR-Real Estate Workshop
Cc: FTCDJworkshop@realtors.org
Subject: Real Estate Business is Competitive!

I am a Realtor with 35+ years of full time experience in one of the highest priced regions of our country. My years of experience include sales, management, asset management (REO), residential, commercial, and investment/ownership. I am considered a successful Realtor.

Even though we have been experiencing huge increases in prices, I am not experiencing huge increases in gross or net income. The business has become extremely competitive due to enormous increases in the number of licensees, due to the scarcity of available properties, and due to the fact that buyers and sellers have become more savvy and demanding. These factors have driven the commission rates downward and the costs to fulfill marketing requirements skyward.

Over the years I have seen most of the people who enter our business leave to do something different because they simply can't compete or survive. The cost of doing business continues to climb and the knowledge needed to succeed is constantly increasing.

The business has never been more difficult or competitive.

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