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By Jeff Adams – Helen Adams Realty

“Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

In recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS

Humans are social. We gain knowledge by sharing knowledge. We are born ready to cooperate, and then we build cultures to magnify this trait.² Our preamble charges us with the duty to share the fruits of our experiences with others and to become and remain informed. This idea of sharing knowledge is the essence of Eric Thompson’s statement that “we will all become masters of the real estate sales process.”³ We strive to become masters of the process being informed about ALL issues affecting real estate.

Unfortunately most REALTORS don’t do enough business to be fully engaged in the business and fully informed on all, or even most of the issues affecting real estate. In fact, last year 62% of all REALTORS closed on just five or fewer transactions.⁴ Do the math. After commission splits, expenses, taxes and insurance on five sales at an average price of \$212,300⁵ roughly 62% of REALTORS earned less than \$17,000. This annual income is hardly sufficient to support a fully engaged, well-trained, life-long professional expert in the field of real estate sales.

Yet, until the consumer asks more of us and/or until our National Association of Realtors becomes more focused on the quality of its membership vs. the quantity, we as an industry will remain at this level of mediocrity. Until one or both of these things happen we will remain in the land of the 40/80 rule where 40% of us do 80% of the production.⁶

So what is a REALTOR? A professional, full-time, fully engaged REALTOR is someone who, as Eric Thompson says, “is sort-of like a hybrid REALTOR – Attorney, but much more.” A full-time professional agent has the knowledge and experience to provide choices or advice and/or guidance in the areas of contract negotiations, design, education, mortgages, appraisals, inspections, remodeling, taxes, investment strategies, market history, market trends, marriage and family and on and on and on. The nature of real estate and its transaction is heterogeneous in the extreme.

No two pieces of real estate are exactly alike and no two pieces are in exactly the same location. The distinctiveness of every location, the variety of style, design, features... the different states of maintenance and upkeep; these are the primary dimensions of housing, and consumers, who are searching for homes must ascribe values to these dimensions. However, even the most experienced of consumers isn’t capable of assessing housing quality and value from a multi-dimensional perspective.⁷

And yet these value propositions still do not dictate the primary reason for buying a home. The most common reasons for buying a home are non-financial: a good place to raise and educate children, feelings of safety and greater control over one’s living environment.⁸ With these financial and non-financial considerations in mind it is only natural for the