

consumer to seek out a REALTOR who is trust-worthy, who can span the distance from one expert to another, and span the difference from one subset of facts to another, and who can derive the gist of the transaction and be the glue to hold it all together.

So again, how do full-time, professional REALTORS become and remain informed on issues affecting real estate? The answer is... "practical intelligence." Practical intelligence includes things like "knowing what to say to whom, knowing when to say it, and knowing how to say it for maximum effect. To use the technical term general intelligence and practical intelligence are 'orthogonal': the presence of one doesn't imply the presence of the other. You can have lots of analytical intelligence and very little practical intelligence, or lots of practical intelligence and not much analytical intelligence."⁹

The only way for REALTORS to achieve practical intelligence is through consistent long-term training, hard work and experience. They achieve excellence because... "They don't work just harder or even much harder than everyone else. They work *much* much harder."¹⁰ Three things: autonomy, complexity, and a connection between effort and reward, are, most people agree, the three qualities that work has to have if it is to be satisfying.¹¹ And these are the qualities of the true real estate professional.

The internet has unleashed the information genie from the bottle and she will not return. This free-flow of information gives consumers the ability to make better, more informed decisions which will drive the real estate market to greater and greater efficiency. Ignorance cripples market efficiency, while sound data lets buyers and sellers make smart choices. In a choice-driven market, the consumers take the central roll and become drivers of change.¹²

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Notes for How Will You Sell Real Estate in 2030? By Jeff Adams

1. National Association of Realtors Preamble
2. "The Social Animal," David Brooks
3. Eric Thompson, The Group, October 2011 Enterprise Presentation
4. Real Trends, November 2011 Newsletter
5. www.census.gov, Median U.S. Sales Price in October 2011 was \$212,300
6. Real Trends, November 2011 Newsletter
7. Eduardo Razmilic, "Information-Driven Housing," Harvard, October 2010
8. "The State of the Nation's Housing – 2011," Joint Center for Housing Studies of Harvard University.
9. "Outliers," Malcolm Gladwell, pg 101
10. *Ibid*, pg 39
11. *Ibid*, pg 149
12. Eduardo Razmilic, "Information-Driven Housing"