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Buddy Norman, Jay Papasan

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Real estate shifts are easier to recognize than they are to acknowledge. One day job growth is beginning to stall and, seemingly overnight, vacancies are on the rise. Tenants start asking to downsize. Commercial property valuations level off. Negative news stories feed the worries of buyers and tenants. New development halts. Fear creeps in. Then, the market that was quietly losing ground goes into full retreat as tenant delinquencies turn into owner delinquencies and lenders sever lines of credit. Rents go into a free fall as owners scavenge for income to offset a rising tide of red ink. Deals unravel. Buyers and tenants hunker down to wait for a steal. Bankruptcies mount. Eventually, big commercial real estate owners start selling their companies or simply close their doors. Credit freezes up. Banks begin to shut down ... Sound familiar? If you've been in the business for any length of time, it should. *SHIFT Commercial* provides proven models, tactics and insights from top commercial brokers who are thriving in this market, including Find the Motivated — Lead Generation; Get to the Table — Lead Capture and Conversion; Catch People in Your Web — Internet Lead Conversion; Expand the Options — Creative Financing; Master the Market of the Moment — Identify and Establish Needed Expertise ... and so much more. Real solutions for real agents in commercial real estate.

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