Шрифты: Bebas, Nunito Sans 400 / 700. Основной шрифт 14px/25px/25, h1 – 60px/75px/0, h2 – 36px/36px/25, h3 – 24px/27px/25. Меню 17px/27px/100, dropdown 15px/27px/75.

Цвета: основной #8a8a8a, жирный текст и заголовки #686868. Меню #464441, дропдаун #635e59. Оранжевый - #ff9016.

Categories (Real estate solutions, special reports, events news, agents news) Events Authors Contact

DEC 09, 2016 — by Tobias Vans

thrive in a shifting market

With 2017 just around the corner, we must turn our attention to marketing best practices for the new year. While the majority of marketing changes don’t happen overnight, there are trends emerging that will continue... to impact the new year.Unless you just got started in marketing, you already know that content has reigned supreme for the past few years.h2 HeadingGuess what? This isn’t going to change.

h3 Heading

Whether you’re a broker, an agent, or a vendor or supplier, there are plenty of reasons why doing good is a brilliant idea for your business. Here are my top three:1. Boosting employee engagement. Employees like working for a company with a good public image — one that is consistently in the media for the right reasons. For example, we recently competed to collect the most food for a seasonal Move for Hunger food drive. Talk about engagement! The competition was so intense that the company office was practically overflowing with diapers, razors and canned food for weeks.2. Improving your public image. You can (and should!) publicize your efforts. The more you improve your public image, the more the media will be able to cover good stories about your company. So give them a reason to make your company shine!2. Improving customer perception and engagement. Doing good is one of the easiest things to talk to your customers about. If you can engage your customers in those efforts — even better. (More on that below!)There are so many opportunities to do good when people are moving.People who are moving tend to throw away items that others may need. If your clients are in the middle of a move, they may want to get rid of old jackets, shoes, food and even boxes. These are all things that someone else could use!

Overall, 2017 will be an unorthodox, non-traditional and unpredictable year, both nationally and globally. Those who are nimble will manage it best.“What most people think they know about real estate will have to be re-educated. Low interest rates will no longer be the driving reason for home purchase, building personal wealth will,” said one respondent.H4 HeadingThanks to the momentum driving the housing market — good employment, high-earning millennials with an interest in homeownership who are unhappy with high rents — our research about the market in 2017:Thanks to the momentum driving the housing market — good employment, rising salaries, high-earning millennials with an interest in homeownership who are unhappy with high rents — our research found there is good optimism about the housing market in 2017:27.43 percent of respondents saying they are extremely optimistic45.13 percent describing themselves as somewhat positive11.95 percent are ambivalent.