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## The Headline Says They're Quitting. That's Your Opening.

The Wall Street Journal just ran a piece announcing that real-estate agents are quitting the slow housing market, with even professionals who made it this far reaching a breaking point in the fourth year of a struggling market. I've been doing this for over two decades, and this isn't the first time I've read an article like this. So after reading this article, I felt the opposite of dread. Every time a chunk of the field walks off the court, the ball ends up in the hands of whoever stayed. Markets do not reward the agents with the best conditions. They reward the agents who keep showing up when conditions are ugly. The pie did not disappear; the line just got shorter.

What does showing up actually look like right now? It looks like calling your past clients before they need you, not after. It looks like being the one who explains best strategies, inventory, and timing in plain English while everyone else doom-scrolls. It looks like treating a slower pace as the gift it is, the time to fix your systems, sharpen your follow-up, and finally build the database habits you swore you would get to "someday." The agents who win the next twelve months are not waiting for the market to hand them momentum. They are manufacturing it one conversation at a time. Here is the part nobody puts in a headline. Slow markets are where reputations get built, and market share gets transferred. When the easy money leaves, the professionals get noticed, because suddenly, competence is rare again. So let the headlines run their funerals. You have a quieter, more important job: be the steady hand your clients call when everyone else has gone home. Stay in the game, and the game eventually comes back to you.