

Thoughts on our market and current world events from Coach Kerri

- Buyers will temporarily move to the sidelines, just like sheep. That's ok! We just had an extraordinary last 4 months in sales here! So – pick up listings! Now's the time to take as much inventory as possible and set listings for one year through May 31, 2020. As Warren Buffet said, "Be fearful when others are greedy, but be greedy when others are fearful."
- Let this be a strong, sharp lesson. We have to work as Realtors EVERYDAY that the sun shines, the market complies and we are healthy. We have to RUN, not walk – storing up sales like squirrels store up nuts for these kinds of events. If you take the market for granted, it will do this to you from time to time so you learn. "Sometimes you win, sometimes you learn." – John Maxwell
- Talk about other things – positive things. "What you focus on expands." (Keller Williams BOLD Law).
- Do not exhibit a severe reaction to a temporary, natural problem. The media does this for us! This is a naturally occurring phenomenon *that has been preceded by others and will be preceded by others. This, too, shall pass.*
- Keep perspective. Here's a list of everything that's happened in my SWFL real estate career, and the sales transactions alongside. Through each event, I just told my customers, *"Ok, so you want to wait? I'll still be here selling real estate when you're ready. You see, God's not making any more waterfront property in a subtropical climate chosen to be the happiest city in the Nation more than 3 years in a row. If you drive around today, people are on the golf course – they are fueling up their boats – they are walking their happy dogs – they are swimming in the Gulf of Mexico with abandon, and they'll gather along the beachfront tonight and applaud as the sun sets beautifully over the ocean, ironically sipping Coronas."*

People who panic, die. People who have faith, thrive. How do you want to write this chapter of UR Story?

Kerri Gets into Real Estate Development	2001 September 11	Attack on World Trade Centers	
	2001 September 26	Gulf War (Attack on Afghanistan)	
	2002	Bird Flu Epidemic	
	2004	Hurricane Charlie	
	2004	Election Bush/Kerry	
	2005	Hurricanes Katrina & Wilma	
	Kerri Gets into General Real Estate	2006	Materials Escalate/ Bubble Bursting
		2007	Stock Market Crash Obama/McCain Election
		2008 October	Obama Inaugurated Tense Country
		2009	BP Oil Spill in Gulf – Oil on Beaches
2010			
2011			
2012		Romney/Obama Election - Benghazi	
2013		12 Different Isis	
2014		Attacks & 4 Racial Riots in US	
2015			
2016	Deadly Zika Virus		
2017	Trump/Clinton Election Hurricane IRMA		
2018	Red Tide – Algae Bloom		
2019			
2020	Coronavirus		

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