



2017 Year in Review: Michelle Marie Zere, Zere Real Estate Services

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What trends will impact your business in 2018?

All of the technology commercial listing services are fighting for the same business. They want all this information that does not make a deal. A good broker does. The best brokers know their product, financing, geography, transportation arteries and has cultivated relationships with other brokers and landlords. More deals were done with a pencil and paper in the past. The red tape with these services is often prohibitive to deal making. Everyone has all this information doing less deals paying exorbitant fees to these technology companies.

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