



2021 Year in Review: Larry Ross, LJR Realty

December 28, 2021 - Spotlights



Name: Larry Ross

Job Title: Principal/Advisor

Company Name: LJR Realty

What are your predictions for your industry in 2022?

We are in our fourth industrial revolution and with that comes resistive change. While old school fundamentals remain, the processes have become much more efficient. If someone told you 15 years ago that you could close on a property remotely, conduct a zoom inspection or buy virtual property in a meta world with NFT you would have been laughed at. Leveraging current social media and AI/PropTech tools makes our industry exciting and more streamlined, however finding a balancing between physical and remote employment remains one of our immediate challenges in 2022.

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