



## **Decade Answers: Alan Hartstein**

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What are your predictions for commercial real estate in the new decade?

The public is better informed now than at any other point in history. Today's professional realtor must have a good grasp of the market and all the factors that affect it. We must be able to analyze all the data and then effectively communicate it. It is time to go back to basics, formulate a plan, stick to it, and promote yourself. You must get yourself and your knowledge out into the marketplace. Better informed agents that communicate effectively will be the one's that dominate the market through the next decade and beyond.

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