

As small business owners, we operate a small real estate firm with a total of 3 agents, including ourselves. We have both worked together, full-time as Realtors since 1974. We have been Owner/Brokers for most of that period in California, Hawaii and Arizona, where we live today. Even with all of the years of experience and knowledge that we have gained, we continue to study, attend classes on our own and those required by our State. Arizona requires 24 hours of continuing Ed, but we took a combined 90+ hours the past 2 years. The reason? This is a highly competitive business and we must stay up-to-date and knowledgeable as the business evolves and progresses.

The real estate industry is a model of competition that works. In an economy in which large, national corporations -- such as Wal-Mart and Microsoft -- dominate the marketplace, real estate stands apart. We are an industry made up predominantly of small businesses and independent contractors who represent the entrepreneurial spirit this country was founded on.

All of us serve localized markets where we compete for business every day. Fierce competition is fueled largely by the uniquely intense and personalized nature of the service we provide to our clients -- which, in turn, determines our future success through referrals and return business. Barriers to entry are low. If you are willing to take the time to learn the business in your local market, pass the state license examination and adhere to the REALTOR® code of ethics, there is nothing to stand in the way of success in this industry. We had to learn the business and pass the state licensing examination, but it is our own work ethic, commitment to professional standards and dedication to client satisfaction that determine our success.

Even through the economic downturns our country has experienced in the past few years, our industry has continued to provide opportunity -- something I would say is confirmed by the thousands of new agents that join our profession every year and the over 2 million Americans who are now licensed to provide professional real estate services in communities across the country.

Nothing encourages a competitive business environment more than providing consumers with choice. In the residential real estate marketplace, consumers not only are able to choose from more than 76,000 brokerage firms and more than 1.2 million REALTORS®, but also from a variety of business models.

Have A Great Day!

James E. "Jim" Goodson, Broker, GRI, CRS, CLSS

Patricia L. Goodson, Realtor, GRI

Certified Land Sale Specialist

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