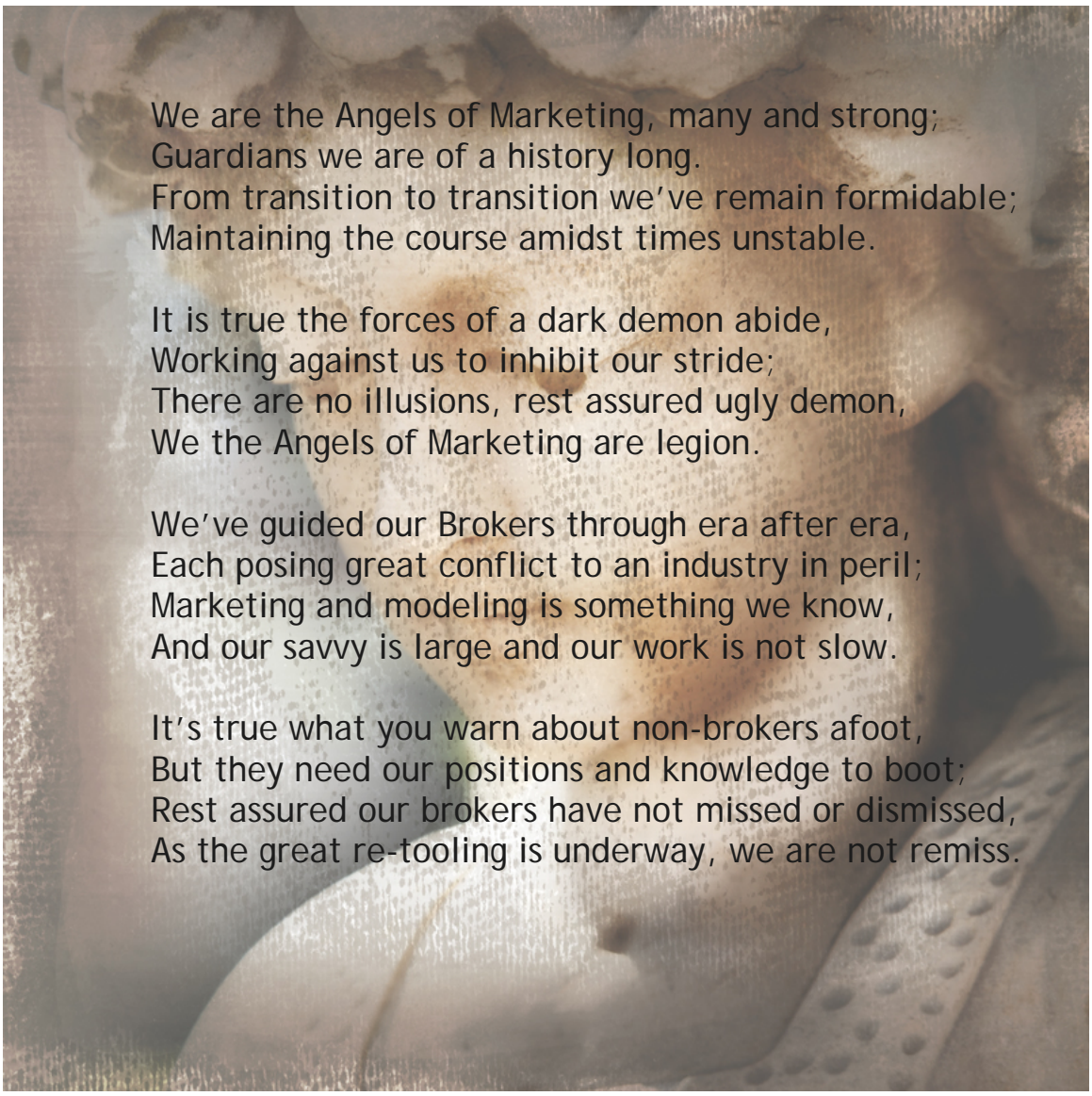


The Angels of Marketing

Transforming the Real Estate Industry

Donald Teel

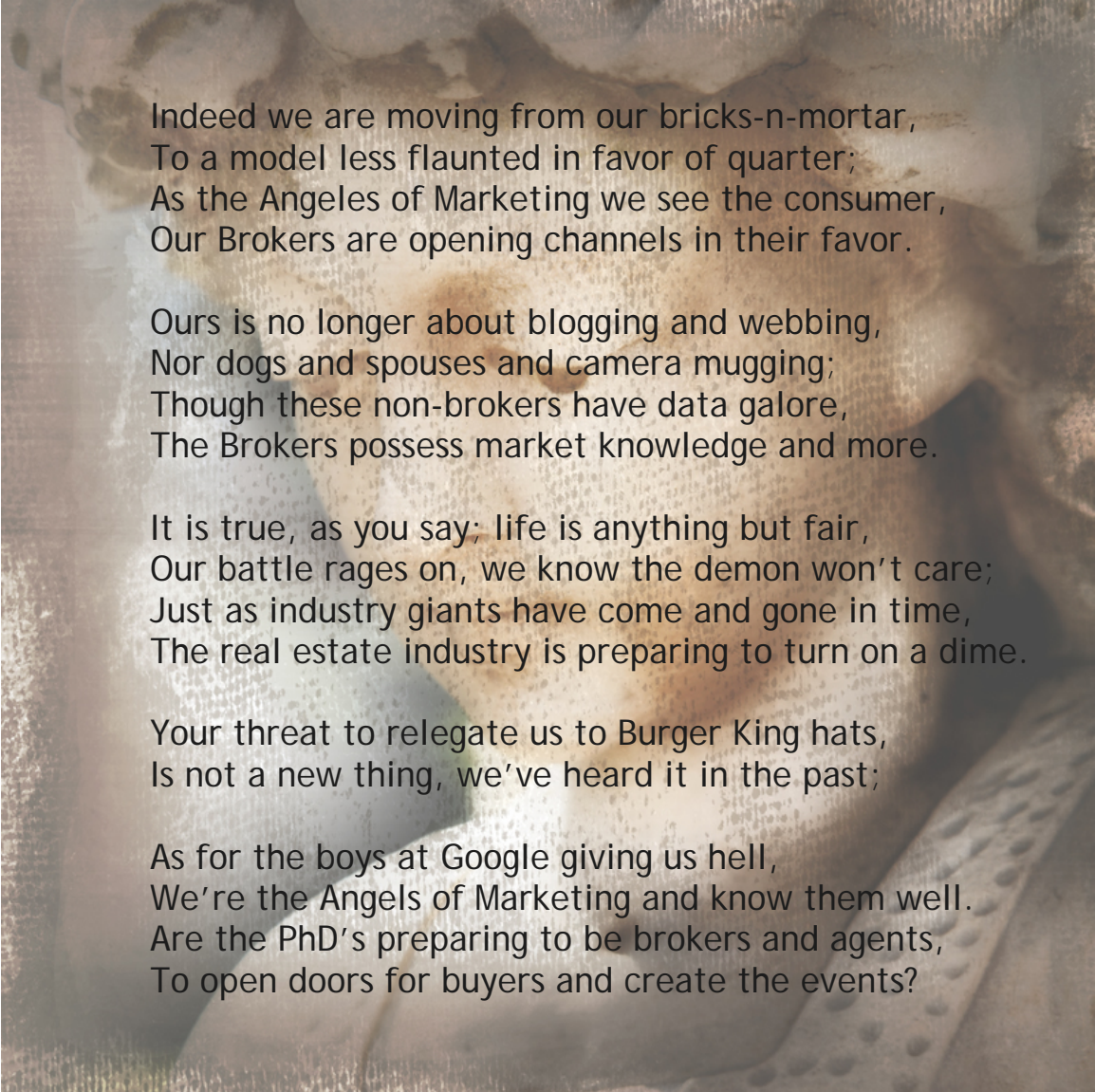


We are the Angels of Marketing, many and strong;
Guardians we are of a history long.
From transition to transition we've remain formidable;
Maintaining the course amidst times unstable.

It is true the forces of a dark demon abide,
Working against us to inhibit our stride;
There are no illusions, rest assured ugly demon,
We the Angels of Marketing are legion.

We've guided our Brokers through era after era,
Each posing great conflict to an industry in peril;
Marketing and modeling is something we know,
And our savvy is large and our work is not slow.

It's true what you warn about non-brokers afoot,
But they need our positions and knowledge to boot;
Rest assured our brokers have not missed or dismissed,
As the great re-tooling is underway, we are not remiss.



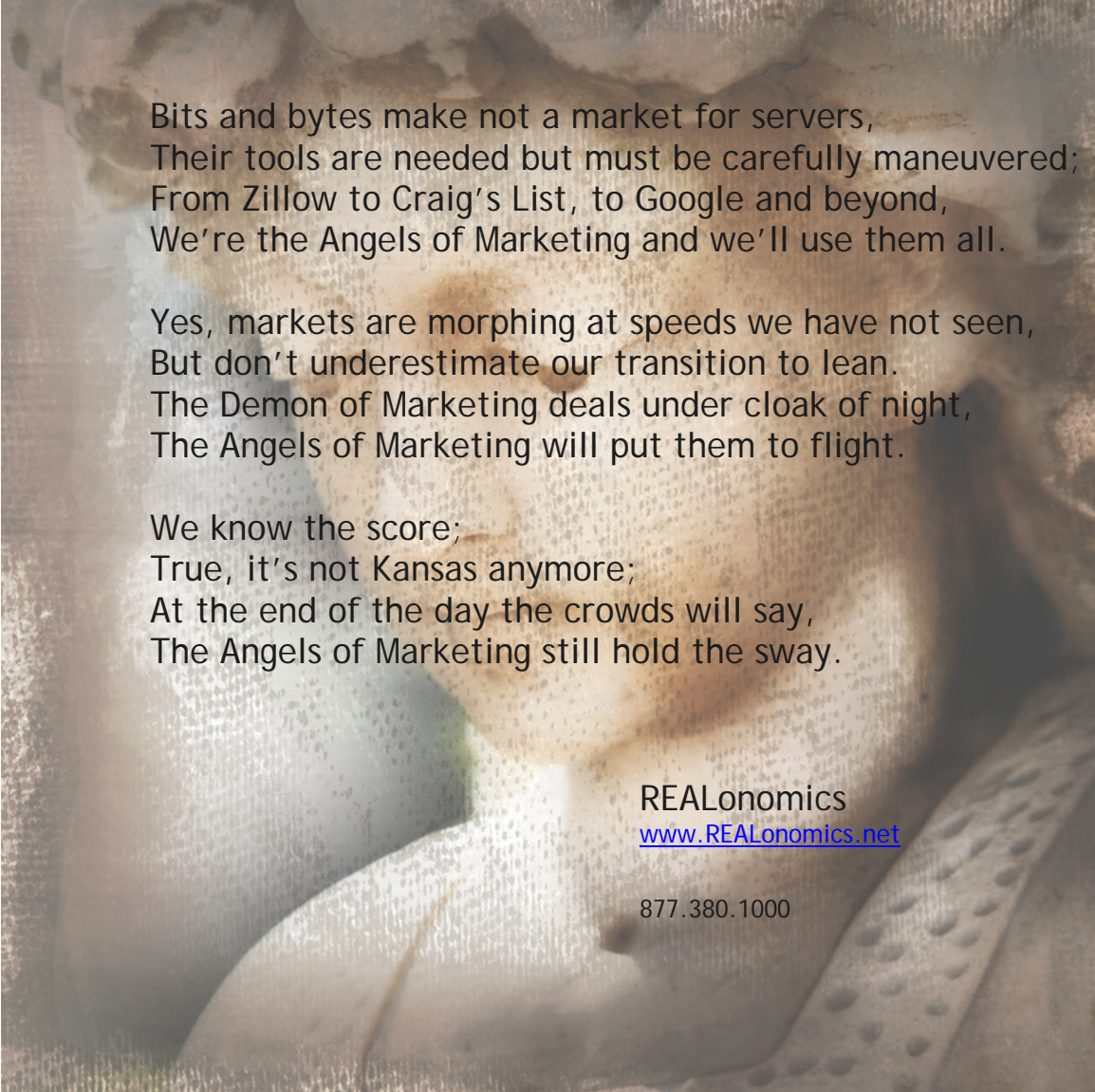
Indeed we are moving from our bricks-n-mortar,
To a model less flaunted in favor of quarter;
As the Angeles of Marketing we see the consumer,
Our Brokers are opening channels in their favor.

Ours is no longer about blogging and webbing,
Nor dogs and spouses and camera mugging;
Though these non-brokers have data galore,
The Brokers possess market knowledge and more.

It is true, as you say; life is anything but fair,
Our battle rages on, we know the demon won't care;
Just as industry giants have come and gone in time,
The real estate industry is preparing to turn on a dime.

Your threat to relegate us to Burger King hats,
Is not a new thing, we've heard it in the past;

As for the boys at Google giving us hell,
We're the Angels of Marketing and know them well.
Are the PhD's preparing to be brokers and agents,
To open doors for buyers and create the events?



Bits and bytes make not a market for servers,
Their tools are needed but must be carefully maneuvered;
From Zillow to Craig's List, to Google and beyond,
We're the Angels of Marketing and we'll use them all.

Yes, markets are morphing at speeds we have not seen,
But don't underestimate our transition to lean.
The Demon of Marketing deals under cloak of night,
The Angels of Marketing will put them to flight.

We know the score;
True, it's not Kansas anymore;
At the end of the day the crowds will say,
The Angels of Marketing still hold the sway.

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