



**News Release**  
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**CONTACT:** Amber Presley  
512/327-3070  
[amber.presley@kw.com](mailto:amber.presley@kw.com)

***SHIFT Commercial Offers Timeless Tactics for Market Success***  
*New book offers strategies for commercial brokers*

AUSTIN, TEXAS (September 20, 2011) — Keller Williams Realty, Inc. today announced the launch of the latest book in the Millionaire Real Estate Series, [\*SHIFT Commercial: How Top Commercial Brokers Tackle Tough Times\*](#). The new book is a companion to the best-selling *SHIFT: How Top Real Estate Agents Tackle Tough Times (SHIFT)*, offering proven models, tactics and insight from top brokers thriving in today's commercial real estate market.

Written by Buddy Norman with co-author Jay Papasan, *SHIFT Commercial* outlines 12 tactics to success during a commercial market shift. Norman enlisted the knowledge of more than 40 commercial veterans with over 800 years of combined commercial real estate experience. He also drew upon more than 20 years of experience as a commercial broker, business owner and president of Keller Williams Realty's commercial arm, KW Commercial. Papasan is a real estate expert and co-author of national bestsellers including *SHIFT*, *The Millionaire Real Estate Agent (MREA)* and *The Millionaire Real Estate Investor (MREI)*, which have sold more than a million copies worldwide.

The Millionaire Real Estate Series best-selling books including *SHIFT*, *MREA* and *MREI*, are authored by Gary Keller, chairman of the board and co-founder of Keller Williams Realty, the second largest real estate franchise in the United States. Keller, a self-made millionaire with over 30 years experience in the real estate industry, wrote the foreword for *SHIFT Commercial*.

“Gary Keller says there is only one certainty in the real estate business—that it is cyclical, and what goes up must come down. When the residential real estate market shifted, we

knew that it wouldn't be long until the commercial market followed suit," says Norman. "The tactics we spell out in *SHIFT Commercial* are unique to commercial real estate and provide crucial insight that brokers can immediately incorporate in their business."

*SHIFT Commercial* focuses on 12 proven tactics, including:

- Find the Motivated – Lead Generation
- Get to the Table – Lead Capture and Conversion
- Catch People in Your Web – Internet Lead Conversion
- Expand the Options – Creative Financing
- Master the Market of the Moment – Identify and Establish Needed Expertise

"*SHIFT Commercial* is not only an extraordinary, pertinent publication for the times we face, but also a super guide for newcomers and a refresher for those who have labored long and hard in the commercial real estate industry," said Henry "Hank" White, Jr., executive vice president and CEO, CCIM Institute.

"Buddy has incredible industry insight, which he has shown while continually bucking business trends making KW Commercial the fastest growing commercial brokerage in North America," said Keller Williams Realty CEO Mark Willis. "*SHIFT Commercial* offers an enduring set of tactics and knowledge from those finding uncommon success in today's commercial real estate market. This book provides the roadmap for those that are ready to make the commitment and take their business to the next level."

For more information on *SHIFT Commercial* visit [www.millionairesystems.com](http://www.millionairesystems.com).

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**About Keller Williams Realty, Inc.:**

*Keller Williams Realty Inc. is the second-largest real estate franchise operation in the United States, with 700 offices and more than 80,000 associates in the United States and Canada. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate its agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale visit Keller Williams Realty online at ([www.kw.com](http://www.kw.com)).*