

## Why is Real Estate like Baseball?

In the world of professional baseball, there are farm teams, the minor leagues and the majors. Real Estate Sales is like baseball; everyone wants to play, everyone wants to make it to the majors, but not everyone who plays rises to the top.

So, what does it take to make it to the top? The best baseball hitter of all time was Ty Cobb with a career average of .366. No player has hit a season average over .400 since 1941. That means that since 1941, no one, on average, hits more than four times in every 10 at bats. During an average week Ty Cobb, the best, was put out six of every ten times at bat — more than a 50 percent failure rate.

It's a hard game and so is Real Estate. More than 50 percent of houses in Summit County don't sell within the first year on the market. So, if you're about to undertake a tough venture like Real Estate in Summit County, you'll want the Realtor with the best averages on your team.

*\* Listings entered in the MLS per year by the average Realtor ... 5  
Mike Krueger....15*

Does Ty Cobb's historic career batting record of .366 seem unbelievably low? Some batters have hit over .400 in a season — eight to be exact, and Cobb did it three times. But, none sustained it over the course of their career. There are some fluke numbers out there, but only players with a certain number of at bats can qualify for the batting title. Currently, it takes 500 plate appearances to qualify. (If you list one house and sell it, you're batting a thousand, but you're no Babe Ruth whose career average was .333). What kind of plate appearances are local real estate brokers making?

*\* Average Realtor's annual sales ... 12  
Mike Krueger..... 46 \**

And there are spectacular batting stats like the home run contest just a few years ago between Mark McGuire and Sammy Sosa. But Ty Cobb is most notable for his consistency. So is Todd Helton of the Colorado Rockies, who won the 2006 batting title. You look forward to appearance of consistent hitters like Helton at the plate. You can expect something will happen. The same is true with great brokers who stand out from the average by making more hits and scoring more runs — or homes sold. Some brokers, like a few baseball players, lose sight of the ball and concentrate solely on getting listings. Or signing the big contract and watching the ball go by.

*\* Annual average days on market for listed by average broker .....154  
Mike Krueger ..... 88 \**

Sure, I want the listing too, but let's keep our eye on the ball, the goal, which is to connect buyers and sellers. Success lies in finding ways to help BUYERS figure out how to get what they WANT.

So, I'm constantly thinking about what buyers want, how they can most easily find the best information, and how I can provide it. That's why my stats are so good.

If smart coaches choose baseball players by how they perform statistically, shouldn't you choose a Realtor for the same reasons? Choose Mike Krueger.

*\* Five year averages were made using annual numbers from 2001 to 2006; one-year numbers are from 2006.*