



Focus on the Future

Guest Predictions: Robert Pizzimenti

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Robert Pizzimenti, Realtor with [Keller Williams Realty](#)

"I am an advocate of the idea that people create the world in which they live by virtue of what they choose to think and believe. I also subscribe to the principle that people don't stop playing because they get old; they get old because they stop playing. I hope I never lose the sense of wonder and fun which comes from being alive and aware."

A former senior executive with high growth international telecom interests, now focused on placing mid to high end residential real-estate with forward-looking buyers.

Q: What do you see as the key emerging uses of the internet for the Real Estate?

A: The Internet offers anonymity, but can complicate the communications process. The efforts of a professional Realtor require both clear and effective communications, and collaboration. An emerging Internet need will be to find a way to bridge that gap, while facilitating the steps between anonymity and collaboration.

Q: What surprising applications of the Internet have you found in Real Estate?

A: I have been unpleasantly surprised by the tendency of Real Estate professionals to focus more attention on becoming Internet "experts"; paying attention to such issues as search engine optimization, and key words... than on improving their communication and negotiation skills.

Q: What have been the "Best Uses" of the Internet for you?

A: The Internet has helped Brokerages to gain brand awareness among the public, at an affordable price. The Internet has been best used by Realtors who use it to demonstrate their "saviness" in the technology as opposed to being good Real Estate agents.

Q: What should be avoided when dealing with the Internet?

A: Do not trust the accuracy the data unless you have other sources of validation. Don't confuse data with knowledge of what the data represents. Don't assume that an Internet skilled Realtor is necessarily a good salesperson.

Q: Which next steps might you recommend for all of us to take?

A: One of the great attributes of the Internet is its open architecture and the scope of its available information. A feature by which a question could be posed by a person, and sent randomly, to a set number of professionals for a response would be interesting...avoiding getting answers from only those who have best exploited “the key word” aspects of the Internet.