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Let's start off with a visit to the Miriam-Webster Internet dictionary at www.m-w.com where we find a definition for the word "Apologist." No, it doesn't have anything to do with saying your sorry or apologizing for something you think or believe. Here's the real meaning:

Function: *noun*

: one who speaks or writes in defense of someone or something

The etymology (fancy word, eh?) of the word "Apologist" is actually Greek. The origin of the word is found in the actions and words of the great Apologists of Greek mythology, theology and philosophy, guys like Socrates, Plato and Aristotle and lesser known spewers and spouters of verbosity who would stand on soap boxes like evangelical street preachers trying to convince and convert the skeptics to new thought forms.

I'm an apologist...yep, me. I'm a noun, acting like a verb. I'm one who constructs sentences designed to convey a defense of the real estate industry, what it has been, what it is and what it is and might becoming. That's what apologists are supposed to do. I advocate positions, points and counterpoints, principals and beliefs using a pre-determined set of tit-for-tat ramblings.

However, I want you to understand that while I am an apologist, I don't like to pontificate...yes, I looked that word up to and here's its definition:

Function: *intransitive verb*

: to speak or express opinions in a pompous or dogmatic way

Pompous...ouch, I don't like that word because it conjures images of self-righteousness and self-centeredness. But I do like the word "dogma" because I think one can be dogmatic without being pompous, thank you.

Let me confess, I am a "Dogmatic Apologist" for real estate...all of it. But mostly, I have become an apologist whose dogma is centered mostly in the transitional nature of the real estate economic enterprise and what I believe is its new emerging business model. My dogmatism finds itself rooted in the defense of these principals:

1. A new real estate economy is emerging that will become less and less dependent upon office buildings as the primary location for interaction between consumers and real estate brokers.
2. Technology, after the first wave of Internet innovations, will be the primary purveyor of the tools necessary to create the cyber real estate economy.
3. Traditional real estate brokerage business models can no longer produce a sustained and satisfactory return on investment (ROI) for owners of the these enterprises without their shifting into revenue generating models that re-margin the bottom line.
4. There will be a massive consolidation of Internet related real estate service entities that will redefine how brokerage firms do business, generate revenue and create profit.

I'm dogmatic about this...I'm un-apologetic while being an industry Apologist.

That's my notion,
Donald Teel