

# BizFed Bounce Back



*BizFed members share stories of resilience.*

Issue 7 - May 14, 2020

*In the face of COVID19, BizFed members bounce back with perseverance, creativity and resourcefulness.*

## REALTORS SOLD ON THE FUTURE OF REAL ESTATE

**A**s in so many industries, 2020 was looking to be a big year for the Fresno real estate market. And then COVID-19 hit.

Not long ago, the biggest issue facing realtors was harmful rent control measures coming out of Sacramento. Now it's a slowing market and shrinking inventory.

"There hasn't been a huge decline yet," said Gerard Lozano, the executive vice president of the Fresno Association of Realtors. "But I'm concerned that will come soon."

The Fresno Association of Realtors has about 4,400 members, which includes realtors and affiliates. The association's mission is to help its members be successful, through promoting the Realtor brand, providing education and training for members and organizing social events.



Gerard Lozano - Executive Vice President,  
Fresno REALTORS Association



Fresno REALTORS Association members

### Distancing leads to changes

Shelter-in-place and the lingering social distancing policies are changing how Realtors operate, at least for the time being. Realtors must now submit time-consuming forms about their health. Car rides with clients to check out listings are a thing of the past. Open houses and showings are done virtually.

"People are working differently and figuring out how they want to get by this time," Lozano said. "Offices are adapting and helping their agents as best they can."

Fortunately, for the association, education hasn't stopped. In fact, online education often makes it easier and more accessible for members to

attend. Lozano says staff has struggled with not seeing members in the office.

"It's difficult not to see and be with our members," Lozano said.

### Reasons for optimism

Lozano predicts the market will come back slowly, but steadily. Unlike the foreclosure crisis of the 2000's, this is no one's fault. The affordability of the Central Valley might give it a competitive advantage over more expensive parts of the state. And even as inventory shrinks, demand is building up suggesting a boom on the horizon.

"I'm very optimistic about real estate in the future," Lozano said. "It's still a great investment."

For more information, please contact:  
Clint Olivier, Executive Director  
(559) 313-6065 | [clint.olivier@bizfed.org](mailto:clint.olivier@bizfed.org)



@bizfedcv  
#BusinessMakesCentralValleyWork