

Half Empty/ Half Full



Michael Haltman
March 2011

This month I want to discuss the old saying of whether **the glass half empty or half full?** The way that we approach both **life** and **business** goes a long way towards determining just how successful we ultimately will be.

We are all painfully aware that, to say the least, the business climate is challenging right now. It is hard to open a newspaper, log-on to the internet or listen to the radio not to know that. Real estate or retail, restaurants or recreation it really doesn't matter.

Individuals are being very cautious about where their money is being spent, as are **businesses**. The million-dollar question therefore becomes how you approach these lean times both in your **personal life** and in your **business**.

It is all too easy to go along with the **crowd** mentality that says something along the lines of **misery loves company**. By that I mean that if other people's businesses are suffering then it's okay to expect that yours would as well. Right?

Wrong! It is at times like these that **efforts need to be redoubled** and **strategies tweaked** in order to work as smart and effectively as possible. While others sit back with a **bunker mentality**, you can take advantage by being out there and visible to potential new clients as well as existing ones.

People want to be with other people who portray a **positive and winning attitude** and it is no different for **businesses**.

While the real estate industry is definitely not in terrific shape right now, by following this **“winning”** philosophy of doing business in what are being called bad times, **Hallmark Abstract Service** has actually **grown our client base** and **increased our year over year results!**

How? By focusing on servicing our existing clients, working tirelessly to meet new potential clients and by maintaining our presence in the marketplace through avenues like **516Ads**.

Nothing ever stays the same, so it is critical to work through the lean times, as the good times will hopefully be right around the corner!

Michael Haltman, Partner
Hallmark Abstract Service LLC
131 Jericho Turnpike, Suite 205
Jericho, New York 11753
516.741.4723 (P)
516.741.6838 (F)
mhaltman@hallmarkabstractllc.com
<http://www.hallmarkabstractllc.com>



*Hallmark Abstract
Service LLC*



Have you ever been to a closing where the title wasn't cleared? We haven't!