NAR Settlement Impact

What to Start Doing TODAY



Kerm Foltz Real Estate Coach & Strategist

April 9, 2024



Roundtable Discussion

A Variety of Perspectives

A Deeper Understanding

• What it means for you and your business –now

Next Steps

• *Continue winning tomorrow*

Gaining Clarity

Pressing questions from buyers & sellers 0

Your Practices

Adjusting your current strategies \bullet

Articulate Your Value

Effective communication –why they should work with you





Meet Our Featured Speakers:



Robin Serna

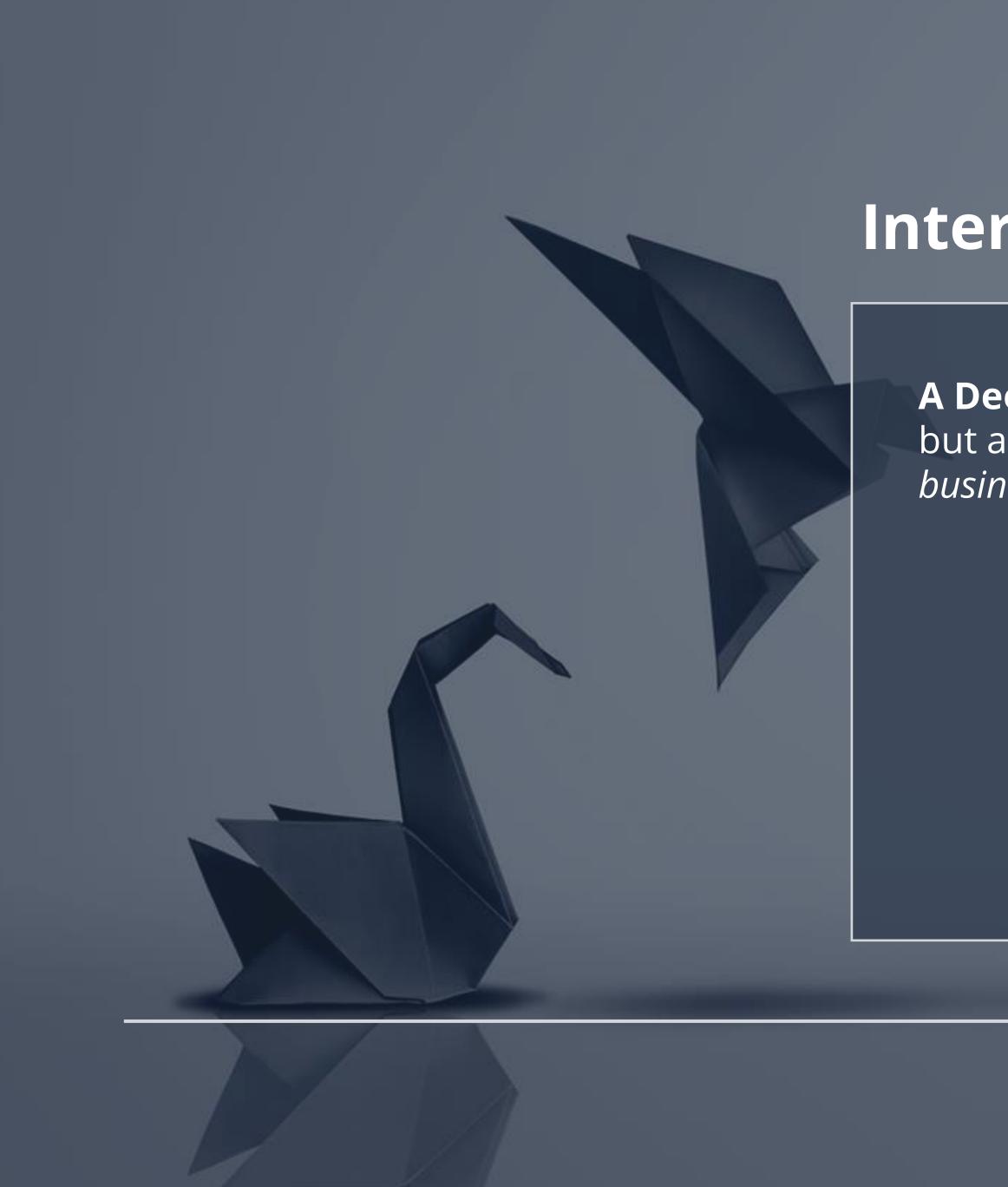
VP of Sales & Operations Tierra Antigua Realty | Tucson, AZ **Chadd Ziegler** Managing Broker/Owner Christiania Realty | Vail, CO





Daniel Perreira Head of Lead Engagement McGraw Realty | Edmond, OK





Interpreting the Changes

A Deeper Understanding: The NAR settlement's impact but also (more importantly) what it means for *you and your business –now*





The Consumer Impact

Providing Clarity: Pressing questions from buyers and sellers



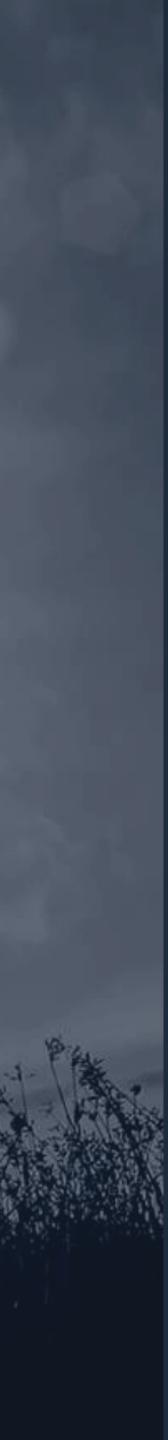
Adapting to the New Landscape

Articulate Your Value: Communicate effectively to new leads & clients about the value you bring and why they should work with you

• Communicating your value to clients in a market that's increasingly focused on transparency







Building & Maintaining Client Relationships

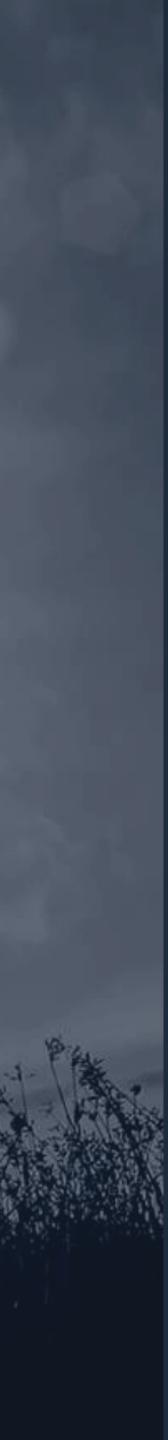
Next Steps: Today's action to ensure you'll continue winning tomorrow

• Effective techniques for strengthening relationships with your clients

- Education as a tool to empower your clients
- Guiding clients through the 2024 buying and selling journey











Robin Serna

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Thank You!





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