

NAR Settlement Impact

What to Start Doing TODAY



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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*

Your Practices

- *Adjusting your current strategies*

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*

Thank You!



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