

NAVIGATING

THE LAND OF CONFUSION



Welcome to the land of confusion, also known as the modern real estate market. Everywhere you turn, it feels like there's a new gadget, gizmo or program released to help revolutionize your business. But how can you separate the useful tactics from the fleeting distractions? New technology can be a great tool to help run your day-to-day, but it should not become the foundation of your business.

This resource walks you through some of the latest distractions and equips you with information to help you cut through the noise and build your business.



Market Distractions vs. Reality



FOR SALE



Distraction: Investment in real estate tech companies in 2017 was \$12 billion. That's 400 times more than the investment in 2010, which was \$30 million.

Reality: Even with this investment in real estate tech, reports show traditional brokerages are still making more profits.

Distraction: iBuyers — Companies that use tech to make an instant offer on a home. No agent or middleman involved.

Reality: In 2018, iBuyers made up only 0.2% of the market share.

Distraction: Dozens of online companies sell monthly “leads” to real estate agents with the promise of increasing business.

Reality: In 2018, there were close to 5.3 million transactions, but about 100 million online “leads.” These “leads” weren't actually qualified — they were only inquiries.

The Agent's Dilemma

- Low inventory and increased NAR membership has created a competitive market for agents, leading to lower commission rates.
- A real estate agent makes \$31,900 on average. This breaks down to \$10/hour after expenses.
- “Shiny-object syndrome” pulls agents toward the latest tech trends and away from the fundamentals of a strong business.





The Solution: Focus on the Fundamentals

To cut through the confusion, it is critical to go back to the basics of business. Don't get wrapped up in the distracting details. Reconnect with the principles your business was founded upon and grow from there.

Be extraordinary.
Go above and beyond with
your service and skills.

- Pay attention to what clients really want with their real estate experience and address those needs.
- Tap into your excellent skills to give clients a smooth, stress-free transaction experience.
- Provide an exceptional level of service that sets you apart from the crowded marketplace.

Build Meaningful Relationships

Tech trends will change, but relationships remain constant.

- Check-in regularly with your database. Instead of a text or email, try a phone call or personal note.
- Send items of value and “pop by” your clients with useful items to remind them you are there to help with all their real estate needs.
- Invite your strongest business relationships to breakfast or lunch, and host appreciation parties for your top referrers.





Invest in Solid Training

It's your skills that pay the bills.

- Seek out programs that zero in on the fundamentals of a great business.
- Boost skills like negotiation, working with buyers and sellers and time management.
- Experience massive ROI when referrals pour in as a result of your great skills and service.

Navigating the Land of Confusion

Profitable agents must implement systems with a strong foundation, and use tech as a tactic, not a principle. Get a guide to support you as you navigate the land of confusion. Buffini & Company One2One Coaching gets Members on the path to a rock-solid business by focusing on the fundamentals. Your Coach will provide direction, guidance and accountability for you on your journey to success — learn more about One2One Coaching at:

buffiniandcompany.com/coaching/one2one/

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