Professionalism in the Age of Amazon

Kim Dawson, REALTOR®, North Carolina
Nobu Hata, National Association of REALTORS®
Professionalism takes many forms during the long consumer real estate journey – and all of it matters.
50% started their home search 6 to 12 months in advance.

2 in 3 researched you extensively before reaching out.

10.7 points of info needed for people to make a decision.

256% increase in “Local” search terms used in Google.

Can I afford it? How’s the market?
Broker Involvement Program -

Promote and strengthen broker knowledge and engagement of NAR advocacy by providing brokers the legislative and regulatory information, tools, and recognition that engages them and their agents. NAR does the work for you in developing and providing reports on broker legislative actions and getting this information to your agents thru emails sent “from you”. Both you and your agents are informed of issues affecting our business and clients.

Enroll at:
realtorparty.realtor/member-consumer/brokers/enrollment-form.html
NAR’S Commitment to Excellence
Raises the bar on professionalism at many levels thru its 10 Competencies: Code of Ethics, Article 10, Client Service, Professional Reputation, Areas of Practice, Real Estate Law, Trust & Integrity, Technology, Safeguard Privacy and Advocacy.

Code of Ethics is reinforced - the code we live by. That is who we R!
Great training tool for new agents as it walks them thru the key areas of focus in being a true professional; in the time frame that works for them and you can follow their journey.

Offices and their Agents can complete the program and become NAR endorsed with the support and encouragement of their manager- and share this endorsement with the public. PR packages for offices and agents.

Great resource for Managers and agents with a library as well as tasks that can be used for office team building or meetings.
Visit C2Ex.realtor to begin your journey to a higher level of professionalism today.
What if the seller gets a better offer due to an attorney review? Do they accept that? And the current buyer's offer? Thank you.

So I got my first offer! Do I just contact the bank next? Do I usually need credit info etc?)

I've often ask for closing costs but how do you know much to ask for? I'm submitting an offer for my house, don't want to short sell it but he can ask for

That's the next pre-approval,
Matt Difanis, Illinois Realtors Immediate Past President is with Ed Neaves and 2 others.

The Illinois Realtors is not Republican or Democrat. The organization and its leaders work in a bipartisan manner to advance the REALTOR Party agenda. That means networking, educating, and collaborating with Republican and Democrat public officials to ensure that we protect and promote home ownership and private property rights by championing good legislation and killing or modifying potentially bad legislation. This was typified Monday, when the Leadership Team attended the inauguration of a top-to-bottom slate of Democrat state constitutional officers, followed later in the day with a small group meeting with the Republican leaders of both the state House and Senate. Here are some photos from that Monday evening meeting in the Illinois State Capitol. Note that the photos and names of the state constitutional officers, which greets Capitol visitors at the entrances, had been updated within hours of the inaugural.
Melissa & John McGuire

What do you love the most about your neighborhood?

Melissa: We love Burlingame and we love Ray Park. We get to walk to our Elementary School, Lincoln, which is an amazing community. When my kids go to Middle School at Burlingame, they are so excited.

My experience working with Raziel:

Easy. Raziel made what could feel like stressful and complex a process and made it feel like a breeze. He has an extensive knowledge of the Burlingame housing market and was always available to offer assistance and guidance.

Simple. We could not be happier with the outcome. The process was straightforward and efficient for us and we know that we will be happy here for many years to come. Raziel is one of the best agents in Burlingame, as far as we are concerned.

What surprised you the most about the house?

M: All the paperwork you have to sign!

Which is your favorite room in the house?

M: Kitchen/Family Room (we spend 80% of our time in this one room).

J: Family room.
10+ Billion searches.

Different searches.

2x Mobile searches related to buying a home have doubled.

50% Did not feel broker websites personalized or tailored to them.

41% Still had no idea which agent to use.