

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?



NATIONAL
ASSOCIATION *of*
REALTORS®



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](https://www.c2ex.realtor) to begin your journey to a higher level of professionalism today.



What if the seller
better offer du
attorney review.
they accept that
the current buy
offer? Thank



Thomas Sturgill ▸ East Nashville

3 mins · 📍



Get some class. You sold this house for \$1,000,000.



often ask for closing
to how do you know
ch to ask for? I'm
mit an offer for my
on't want to short
at he can ask for

So I got my first o
Do I just contact
step?
Do I usually need
credit info etc)?

at's the next
e-approval,

👍👎👀 122

81 Comments





Matt Difanis



Matt Difanis



Matt Difanis, Illinois Realtors Immediate Past President is with Ed Neaves and 2 others.

7 mins · 🌐



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

BURLINGAME, RAY PARK | CLIENT SINCE 2008

SALES AT GOOGLE | HEAD OF FINANCE AT INSIGHTLY

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 excellent school. When my kids go to Middle School at Burlingame



简体中文

社区

伯林盖姆 (BURLINGAME) 社区

希尔斯伯勒 (HILLSBOROUGH) 社区

圣马特奥 (SAN MATEO) 社区

圣卡洛斯 (SAN CARLOS) 社区

红木城 (REDWOOD CITY) 社区

红木岸 (REDWOOD SHORES) 社区

福斯特城 (FOSTER CITY) 社区

贝尔蒙特 (BELMONT) 社区

米尔布雷 (MILLBRAE) 社区

浏览我们的社区



半岛上的房地产市场是全美国最具竞争性的市场之一。虽然范围不大，但是有着各种各样的建筑形态，房屋样式，地理位置，和房型。在这里，为了让大家可以充分了解半岛上的各个小区，我搜集了所有相关的资讯并制作了详尽的影像供各位参考。

您只需要点击屏幕左边的城镇的名字，您就能看到那个社区内所有小区的详情。

My experience working with Raziel

M Easy. Raziel made what could feel like a stressful process. I trusted Raziel implicitly throughout the process. Years later!

J Simple. We could not be happier with the process. He was willing to negotiate a great price on our behalf without a doubt.

What surprised you the most about the process?

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.

home?

...e a stressful process. I trusted Raziel implicitly throughout the process. Years later!

...essed with his abilities to negotiate a great price on our behalf without a doubt.

...ence which was sometimes at night, early in the morning. He had very limited flexibility in our schedules. He was willing to negotiate what we desperately needed to complete this transaction.

...esty and integrity. He was always our advocate no matter what. His professionalism in this way made what could have been a stressful process. He was willing to share honest opinions and advice with us. It was always in mind in everything that he did for us and that we

STEPHANIE GU

BURLINGAME, RAY PARK | CLIENT SINCE 2012

VIEW CLIENT PROFILE



10+ Different searches.

9 Billion 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.

