



TRANSITION INTO WHAT YOU NEED TO KNOW REFRAME YOUR APPROACH

INES HEGEDUS-GARCIA

2023 MIAMI REALTORS CHAIRMAN OF THE BOARD

AVANTI WAY REALTY





TWO NEW RULES

- OFFER OF COMPENSATION NO LONGER IN MLS
- AGENTS WORKING WITH A BUYER MUST ENTER INTO A WRITTEN AGREEMENT BEFORE TOURING A HOME.



ESSENCE OF WHAT WE DO REMAINS **UNCHANGED**

OUR CRAFT IS
TIMELESS,
BUT OUR
TECHNIQUES
MUST EVOLVE

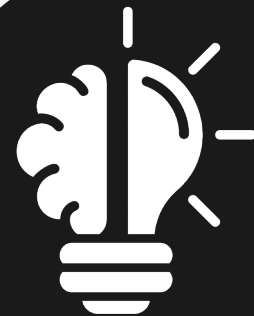
PEOPLE
+
RELATIONSHIPS
+
TRUST

CHALLENGE

YOUR **SUCCESS** HINGES NOT ON THE RULES



FINE TUNE
VALUE



SHARPEN
SKILLS

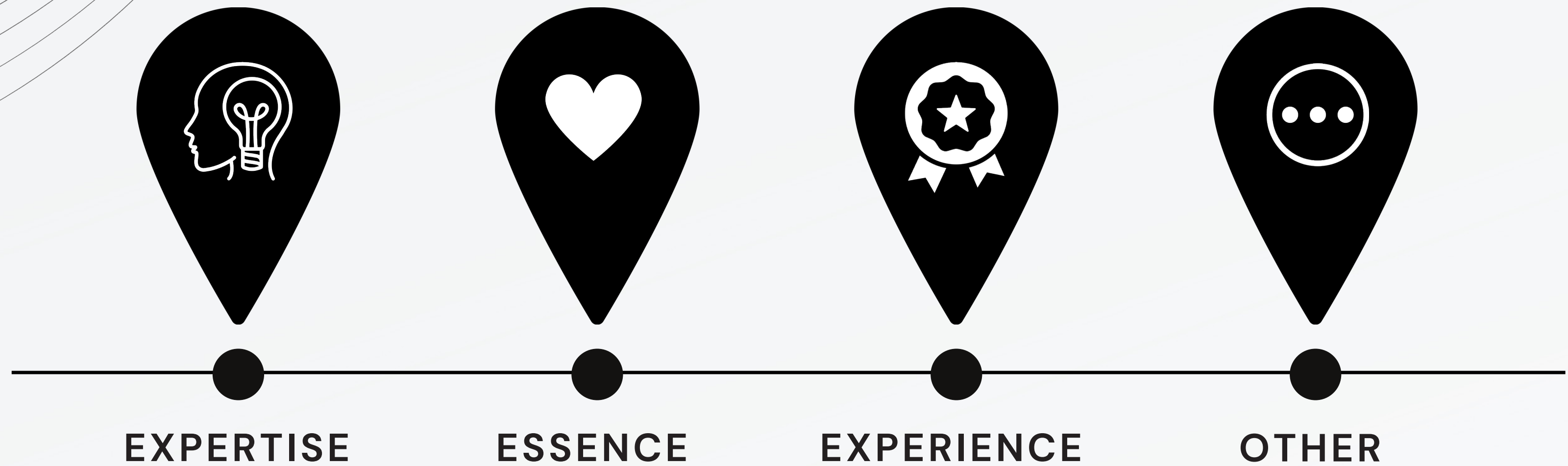


LISTEN



COMMUNICATE

BUT ON YOUR **ABILITY TO CONNECT & DELIVER**



Fine Tune Your Value Proposition

SHARPEN YOUR SKILLS



ABR
DESIGNATION



EDUCATION



BROKER

BECOME EXCEPTIONAL LISTENER



when a customer asks
about NAR Settlement



Great Question, there's a
lot of misinformation out
there, **tell me what
you've heard...**

BECOME BETTER COMMUNICATORS

I HEARD I NO LONGER NEED TO PAY BUYER'S AGENT COMMISSION...

NEVER HAD NOW OR EVER → **COMPETITIVE DISADVANTAGE**

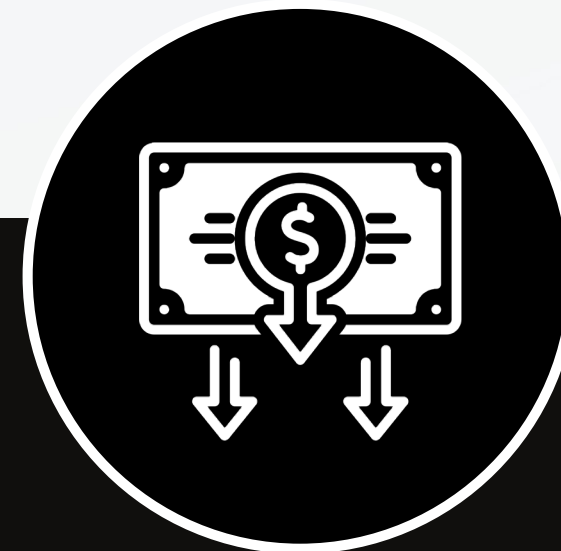
BUYERS ALREADY NEED TO COME UP WITH MOVING COSTS, CLOSING COSTS, DOWNPAYMENT
MAY DECREASE THAT POOL OF BUYERS:



decreased
demand



decreased
exposure



potentially
sell for
less



listing
could
become
stale

QUESTION IS NOT IF YOU HAVE TO, IT'S **WHAT HAPPENS IF YOU DON'T**



Written **buyer agreements**
benefit consumers because they
clearly & transparently outline
the **services you offer & how**
you will get paid

BUYERS HAVE CHOICES

choice #1

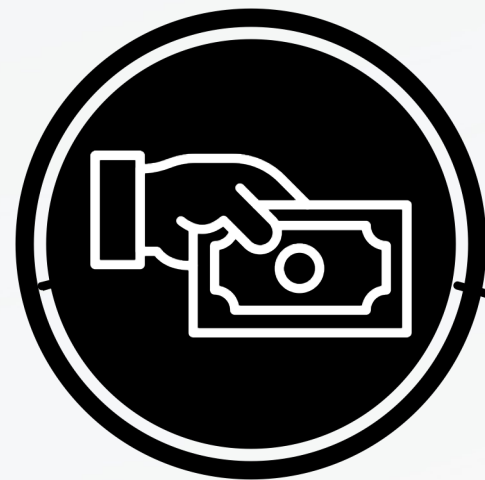
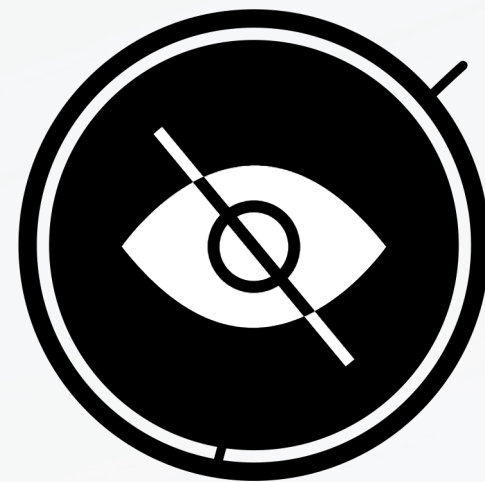
choose not
to look at
the property

choice #2

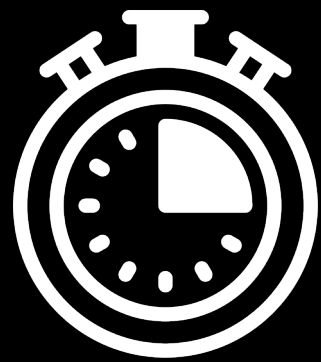
pay their brokerage at
closing

choice #3

ask seller to
pay as part
of the
contract



WHEN **BUYERS** WON'T SIGN



**SHORT TERM
AGREEMENT**



**TRIAL
BASIS**



**PROPERTY
SPECIFIC**

Be flexible



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COMMUNICATE



Ines Hegedus-Garcia

AVANTI WAY
EXECUTIVE VICE PRESIDENT



2023 CHAIRMAN OF THE BOARD

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