

1. Change the way we talk about marketing.



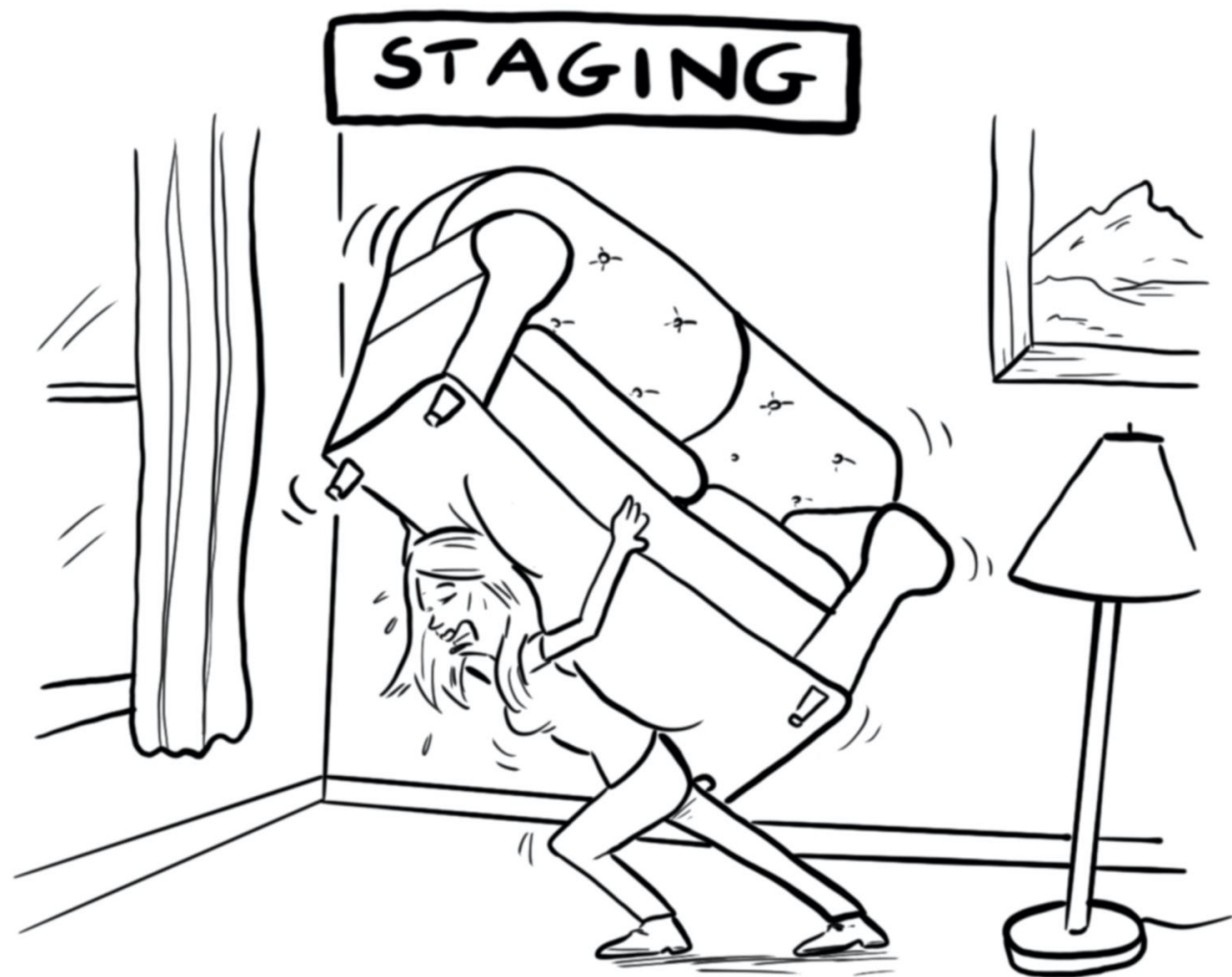
THE MARKETING MATRIX



2. Modernize
our approach
to
collaborative
pricing.



3.
Incorporate
staging as a
core service.



TRANSACTION MANAGEMENT



4. Emphasize Transaction Management as a differentiator.

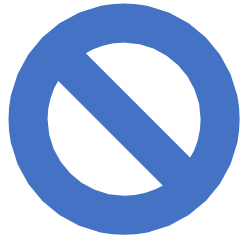
CONSULTATION CLOSING



95% of our clients said they were "satisfied" or "very satisfied" with their agent's negotiating ability.

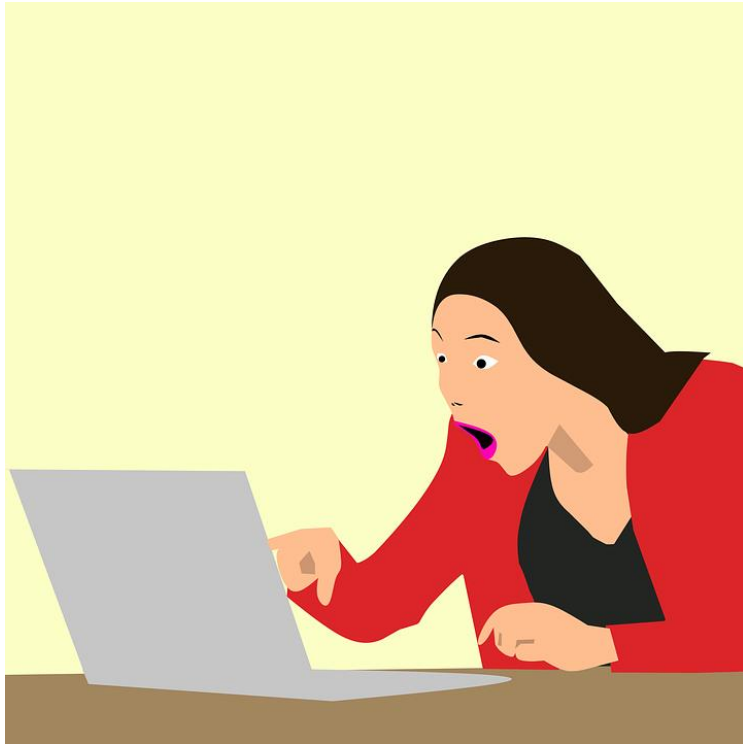
5. Change presentations into consultations.





6.
Stop
annoying
people!



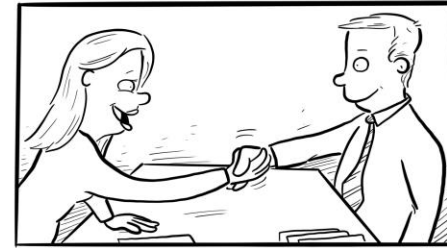


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Three Phases of Communication Media

7. Take a service-oriented approach to lead generation.




N. FAKES

DISRUPTORS, DISCOUNTERS, AND DOUBTERS

Joe Rand

Five Key Changes the Real Estate Industry Can Make
to Improve Client Experiences and Protect Our Future

HOW TO BE A GREAT



REAL ESTATE
AGENT

*The Principles of
Client-Oriented Real Estate
(CORE)*

JOE RAND