



# CHEROKEE ASSOCIATION OF REALTORS®

## GAR CONFERENCE REPORT FORM

Committee/Class: Emerging Real Estate Trends, Emerging REALTOR Value  
Meeting Date: 02-07-2018

Member Attended: Jeff Little

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Association Executive Report Submitted To: Karen Cunningham  
Date: 02-07-2018

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### Items Discussed:

- Don't be afraid of technology - find ways to do things it can't. Be unique.
- R & D in real estate = Ripoff & Duplicate
- Real estate is all about relationships
- Make REALTOR mean something!
- Stop trying to press the "easy" button
- There is a low bar of entry, but high bar for success in real estate
- We don't help buyers find houses, we help them find the right house
- Who do you turn to to help you make emotional decisions
- It is not about disruption, it is about evolution. Our industry is evolving every day.
- When everyone has something, it ceases to matter (example: logos, etc.)
- Ask yourself: Are you a premium service that people should pay money for?
- Professionalism, expertise, & transparency needs to mean something to realtors
- Our buyers and sellers are the biggest disrupters and change agents we'll ever deal with.
- Stop marketing like we are marketing to other realtors. Consider the audience of our marketing: humans who are not in our industry and do not know our lingo.
- Market like a human: puppies, kittens, etc.
- Trend: Technology is striving towards a friction free transaction
- Execution: YOU better be ***friction free*** and market everything you do that adds to the experience.
- Advice to sellers: detach from the house [emotionally]
- Idea for buyers or sellers: Glossary of real estate terms
- Get other people to start talking about [endorsing] you: clients, vendors, etc.
- Compass - sets up buyer portals for open house visitors to nurture the relationship until they are ready to buy
- Trend: Access to information is prolonging lead time

- Execution: Treat your business like a business
- Low pressure sales
- Be better with these thoughts: Trust. Transparency. Empathy. Earned business. Anticipation. Human messages that compel people offline.
- Curate needs and solutions and use them as marketing.
- [trends.google.com](https://trends.google.com) - for example there is a lot more content for buying a home than selling a home on google
- Facebook ads for seller leads linking to a D-I-Y “prep your home for sale online”
- Make videos that:
  - Answer the question: why should I use you? (Can even be “boring” topics like E-sign, etc.)
  - Client testimonials explaining a client’s home search process
- Customer service “bot:” Riley - will talk to or text with clients 24/7
- Trend: Legacy term definition
- HomeLight: real estate search engine
- “Radio Silence” is a good thing
- Trend: your true disruption isn’t who you think
- Premium Service
- Be the amazon of real estate — be a one-stop shop for real estate
- Trend: Everyone has a logo
- Execution: The more derivative your is the more you need to disrupt yourself

### Thoughts (Relevancy to CAOR):

There are a lot of different ways to make sure we, as realtors, stay relevant to the public and get to continue enjoying doing what we do for a living.

Jeff Little  
Signature