

# 10 things buyers agents should do today

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As the real estate industry adjusts to big changes working with buyers, things are about to get:

- **Confusing** - for consumers and agents as the industry navigates new rules and practices
- **Chaotic** - as media pundits spread wild predictions about the industry, consumers and future
- **Creative** - as smart agents use their talents and ingenuity to define their future themselves!

But there's only one way to think of times like this:

It's not game over, but  
**GAME ON!**

So I've put together **10 things great buyer's agents are doing today** to get ready for anything the future may bring. Let's get started!



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ready to  
grow?  
then it's  
time to  
bloom  
where you  
are planted

# 1. CREATE AN INSPIRING MORNING ROUTINE

SUCCESS  
STARTS BY  
BELIEVING  
YOU'RE  
WORTH IT!

Keep your spirits up as you design your next moves with a morning routine that reminds you of the incredible value you bring to the table.

Expertise  
Experience  
Professionalism  
Training  
Technology  
Great colleagues  
A strong brand  
A powerful network

**What else? Make a list:**

A record of happy client testimonials.  
A commitment to quality, service, ethics.  
A belief in making a difference.

Review your list every morning to re-energize your sense of confidence and control.

# 2. REFRESH AND REVISE YOUR VALUE PROPOSITION

## PUT THE **YOU** IN VAL-YOU PROPOSITION

Refresh and revise your buyer-centric sales presentation. Clearly articulate your value proposition and explain why buyer representation matters.

Develop a concise list of steps involved in buying a home. Drive home the advantages of your help navigating the process, negotiating, overcoming challenges and leveraging technology.

Include stories of happy clients and emphasize your personal and company leadership, systems and tools.

Ensure your presentation offers a positive perspective of everything you offer.

**List ideas for your presentation here:**

# 3. UPDATE YOUR PERSONAL BIO

NOBODY  
HIRES A  
SYSTEM OR  
TOOL. THEY  
HIRE **YOU!**

Rewrite your bio with a focus on how you help buyers succeed:

Values  
Skills  
Experience  
Care

Re-read thank you notes and testimonials that express what clients truly appreciate about you.  
(Hint: It wasn't about your "stuff.")

Update your bio on websites, presentations and social media. Add stories and quotes from clients that emphasize how you made a difference, not just a deal.

Answer "Why you?" with a bio that excites people to meet you, hire you and keep you as a friend.

**What does your bio need to say today?**

# 4. GO FORWARD WITH MULTIMEDIA

TELL STORIES ABOUT SUCCESSFUL OUTCOMES, NOT DISPUTED NEWS

Develop a series of short videos that explain how consumers will benefit from the changes happening and your help. Share facts and ideas without disputing other points of view. Focus on good stories of how you recently made a difference using new skills and leveraging emerging opportunities.

Drop some short videos into Instagram and YouTube with titles and descriptions that capture typical consumer searches like:

*How a buyer's agent works for you  
The benefits of your own agent,  
What to expect with - and without -  
your buyer's agent.*

Get your point of view into the public conversation with some friendly video messages.

**What topics, headlines and points do you want to make in your video series?**

# 5. CALL A COACH OR COLLEAGUE

WELCOME  
QUESTIONS AS  
OPPORTUNITIES  
TO EDUCATE,  
NOT GET  
DEFENSIVE

Call a coach or experienced colleague to practice your skills when answering the new questions consumers will ask.

Develop positive, clear and accurate explanations, without getting emotional or defensive. Know the facts and share what can be done, not what cannot be done any longer.

Build consumer confidence in your answers by welcoming their questions enthusiastically and openly.

Practice having patience  
Learn to listen deeply  
Develop dialogue skills  
See questions as interest, not objections

**What questions do you want to easily answer with confidence and clarity?**

# 6. ATTEND MORE TRAINING (MORE!)

STOP  
THINKING  
“BUYER” AND  
“SELLER”  
AGENT AND  
JUST THINK:  
**GREAT  
AGENT!**

Get back in the classroom.  
Attend updated workshops.  
Be present at company meetings.

Thousands of skilled agents have mastered these practices from existing courses on buyer representation, client relationships, presenting your value proposition and securing buyer contracts.

You already do it with sellers.  
Now transfer that knowledge to working with buyer clients.

Refresh your skills with updated buyer-centric practices. That’s how you’ll get comfortable working effectively under new rules and regulations.

**Which courses can you attend now to strengthen your buyer client skills?**



# 7. KNOW THE FACTS AND POLICIES

CHANGE IS  
TOO  
IMPORTANT  
TO LEAVE  
TO RUMORS  
AND SOCIAL  
MEDIA.

Get the facts about the future of buyer agency.

Know your company policies and State regulations inside out.

Keep up on changes weekly. Don't rely on journalists or social media: Talk to your broker/manager to know what's really happening.

Review company guidelines, State contracts, compensation options and consumer protections. Get updates directly - don't rely on second-hand explanations.

Be the best-prepared agent to help consumers make well-informed decisions under any new requirements.

**What updates do you need regarding rules, regulations and company policies?**

# 8. TALK TO YOUR SPHERE

YOUR  
SPHERE IS  
RELYING  
UPON **YOU**  
TO KEEP  
THEM  
INFORMED

**Reach out to your Sphere of Influence.**

Friends, family, past clients, colleagues.

They have been hearing and reading many things; they're definitely confused. But that's why they have YOU!

**Communicate the following:**

You matter to me.

I'm happy to listen to any questions.

I can share the latest facts with you.

We will always find a mutual benefit.

Do this for colleagues, too.

But stay out of social media, the comments sections of the news or other noisy places.

Your best conversations are 1-1.

Which is how you'll get one-to-WON!

**What do you need to tell your sphere - and ask them - about your future?**

# 9. GET INVOLVED IN THE PROCESS

THERE'S LESS  
WORRY  
ABOUT THE  
"NEW  
NORMAL" IF  
YOU'RE PART  
OF BUILDING  
THE "YOU-  
NORMAL"

Get involved in the changes happening in your industry.

Step up and participate in the conversation with your manager, peers, vendors and regulators.

Attend meetings and have discussions with an open mind and helpful heart.

Set aside your anger and anxiety and focus more on the possibilities than prohibitions. Change is happening. But you aren't powerless.

Take control of it.

Become a part of future solutions. Advocate for consumers and industry.

Don't sit this one out!

**How can you get involved in the evolving industry in a positive way?**

# 10. UPDATE YOUR BUSINESS PLAN

DON'T GET  
NOSTALGIC  
FOR THE PAST.

ADJUST YOUR  
PLAN TO  
WORK THE  
MARKETPLACE  
OF THE  
FUTURE.

## **Refresh your business plan.**

Look ahead and anticipate opportunities that changes will bring.

How will you adapt and capitalize on them? How will you deliver value?

Rebalance your listing/buyer mix.  
Determine your compensation levels.  
Diversify your target client base.  
Add fresh revenue sources from other parts of the marketplace.

Work with your manager or consultant to identify sales, financial, technology and training needs. Invest in the future market, not past conditions.

The best response to these changes is to make another sale. And another!

**How will you adjust your business plan to drive future growth?**

# BE A BEE

FROM THE ALWAYS INSPIRING NEWSLETTER  
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**The best way to predict the future is to remember you can create it.**

That idea recharges my confidence, especially on Mondays, when the headlines start distributing awful predictions. The good news is that nothing is ever certain. Including gloomy forecasts!

So I remain focused on the one thing Worry, Inc., can't undermine:  
My own work.

**During the pandemic I had serious doubts about my industry, family, neighborhood, the world.** So I called my mentor.

"I'm not sure," I said. "This future is way bigger than I can handle."

"Stop trying to handle it then," he said. "You aren't supposed to shape the whole future. Just your own."

"How do I do that, when I'm just one small piece of the puzzle?" I asked.

"Like a bee," he said. "In the hive, each does its own part. Goes out. Does the work. Adds to the whole. Even when they don't have individual control over the whole outcome."

**"That's how the honey is made," I said. "And why honey is golden," he replied.**

That's how I flipped the script: To work on my own predictions and my own presence.

With my presence: because a bee has to "be there" for the whole thing to work. Doing my part which friends, clients and peers rely on to help them keep Worry, Inc. away, too.

Remember when interest rates were supposed to tank the economy? They didn't and the housing industry sold 5 million homes in 2023. **Why?**

**We're all bees doing our part.**

In my business life, the future "changed" a dozen times. Each time had the potential for disaster: Every time, I kept "bee-ing" determined.

Things change, and so do you. So does the future. It's an advantage for people who know who they want **to be.**

**You are your best predictor of future success.** It's up to you to be there.

**To reach the gold you deserve!**

# more help

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