

Real Estate Made EZ Mastermind - Free Training

Robert Cliner: Hey, everybody. Welcome to uh, the EZ real estate platform general meeting. We've got a lot of new faces introduced to you. We are going to start with that. I'm going to start by introducing Nick is moving into sales slowly,

but we have brought in Kat Wagner just a little cool tidbit about Kat is that Dave until Jeff gets his new sales team going and gets it started, some of the people that have signed on to the course are because Kat is now with us. So she comes with a good name. She comes with great marketing skills.

And, uh, Nick has taken us to a place and he has seen the light at the end of the tunnel and he's ready. He's going to move into sales. So, Katt, would you introduce yourself and let everybody know what you do?

Katt Wagner: Yeah, so I call myself a hybrid marketer. So rather than just doing SEO or just doing social media marketing or focusing on just one channel because of my experience with startup companies where smaller teams, you have to wear a lot of hats. I've expanded to not just understand how a lot of different parts and pieces work, but how to prioritize the right channels to launch and focus on at the right time to, grow brand awareness.

Two, start building a community, and three, make sure that the right messaging is not just getting out, but on a B2B level that the professionals that we work with, they're able to convey the right thing, explain what we do to the consumers and know how to leverage our asset, our toolkit in their businesses.

That's it in a nutshell. And it's the perfect fit for what EZ real estate offers can do for consumers through the agents. As far as experience in real estate. In 2017, a friend of mine was starting an ISA call center with another friend that I happened to know, but they didn't know that I knew the other person.

So seven years now focused on the real estate industry. I've listened to hours and hours, hundreds of hours of content from industry experts. So I've absorbed so much knowledge and now I can put that stuff into marketing assets that we can productize for our members.

So I'm always really excited to be able to transfer What I've learned in this industry to something else with a new venture.

Robert Cliner: It's awesome. She knows her stuff. She knows the real estate stuff. She's getting our stuff cleaned up. We have not been as good as we all think we are in the older thing that started the company with social media.

Having sites everywhere, we've had other people create sites as landing and holding pages to bring it on to websites and whatever else. So Katt is getting stuff cleaned up. And doing a magnificent job.

So, Jeff,

explain a little bit about what you're trying to achieve and where the company is heading through your sales process. And, you know, some of the things that you're bringing into the EZ real estate platform.

Jeff Tetzlaff: thanks, Robert. My role is strategic sales management, and that brings together all of the pieces and parts that play the three primary roles of the business, which are the nurturing lead gen prospecting component of the business, selling, and closing.

We're a commercial selling organization. So, bringing forward, I'll call them program, programmatic methodologies. And repeatable processes to those three components. Sales success is my key focus here. Most of that is delivered from obvious experience. I've got 35 years from the sales management side.

I come from more than 35 years of direct selling commercially, not commercial real estate, but commercial heavy industry, B2B type heavy industry, 15 of that to 20 now. I was managing widely distributed sales forces across the Western Hemisphere, specifically for large-scale strategic or what they call service level agreements.

S. L. A. S. Technically, that comes from maybe two-thirds of my life being in the world of engineering, water, chemistry, chemistry, and process work. Relative to manufacturing and other types of process industries, and even some hospitality industries like a hospital, for example, and then the other third, technically speaking, has been driven by 3d technologies, reality capture, 3d measurement in space, and a wide range of applications and construction.

Or what they call the AEC market architecture, engineering, and construction. So having been through many of those. What's common is the practice of

delivering the message to your market, being able to focus on that market, and then delivering the value that's being promised and expected is really where my focus then becomes on the back end of this, which is customer satisfaction, deliverable.

So solidifying value propositions and getting things down such that internally the transparency exists such that it's repeatable. We don't have to have superstars everywhere if we're all on the same page pulling the same boat. So that's my job here at the organization. And, you know, there's too many things to go into that we haven't been playing right now.

But hopefully, that's well enough.

Robert Cliner: I can tell you that you know, that Dave and I were in, you know, Joe and Michelle with Nick, and we were able to take this thing to a certain level. And last October, November started thinking, well, what the heck are we missing? We've got 400 members, and maybe only 10 of them are using the site.

And it became alarming to me. And, you know, we thought we'd give agents a, a, a low price. We put training into the internet that those agents would go into the back room and look at the training, look at the marketing materials, understand that everything was editable, edited to what they wanted to put their picture on it, put their name and phone number on it.

And we thought it'd just be that EZ. Well, you know what didn't work... As part of bringing Jeff on board with this thing, he made it evident to Wes, that he gets his processes moving forward. We are going to work intimately with the agents that we bring on board and help them get their first closing.

And that's from A to Z. Well, you'll see here in a few seconds what the startup plan is going to be. The other thing that I'll say about Jeff too, he has come up with something for these brokerages. That is getting 100 percent commissions and paying, they get a transaction fee and a lot of them have corporate fees that they have to pay outside of that.

Jeff has come up with an enterprise solution that may change what they do. I was hoping Monty would be on the call. Today, I think that this would solve a lot of agency issues that he and the owner are going to be going through with these new lawsuits and other things that have been settled at this point.

So I'm excited about it. Just call it the enterprise package and it'll be coming out soon to everybody. But it is going to be a way to help save the industry

Jeff Tetzlaff: should be available. I would say at the latest by Friday afternoon this week, there should be public access to point, click gain an understanding, and determine if it's something of interest and, you know, reach out to us, that's all going to be done by Friday, Robert, just the final phases of edit and some things like that.

Robert Cliner: All right, well, that being said, I'm going to go ahead and share my screen. We're going to get on to the agenda here. Zeeshan, just so you guys know, is building the new EZ Real Estate Offer site. He has also built the EZ Certification site. In the chat, when you have your clients go on to the EZ Certification site with a question, Zeeshan answers that as much as he can.

I think everybody knows Joe uh, Emy Jessica is part of Michelle's team. They're part of the customer service team. And right now, I would, when I go into a sales situation, it doesn't matter where it is or where the 1st thing I hear about is how great Michelle and her team are.

With answering the phones, and resolving problems. Doing their job above and beyond the call of duty. So I want to say, thank you to Michelle and me Jessica by all means. Don't think you guys go unrecognized because you are the pulse of this company and keep up the great work there, that being said, let's go ahead and hop into the agenda here.

New Example Buyer Commissions Form 2024

Robert Cliner: All right, so 1st thing that I want to talk about before we get into the lawsuit, so we all know now that as of July sellers will not be paying buyer commissions anymore. So we got our first glimpse of the buyers through this buyer, but Washington always seems to be ahead of states for their MLS and for what they offer, what they so they came up with in January, this form 41 C in, knowing that the buyers commission was going away from the sellers. So this is an actual contract. This is what we received from the agent. And I wanted everybody to take a look for an agent, a buyer's agent to negotiate a commission.

All of us think I can get 3 percent, I can get 2 percent, I can get 1%. This agent Sarah Lewis has been around for a long time. She's very good at what she does. And so this is the very first form that I received on this thing. And if you take a look right here, what did she negotiate? A half percent to her buyer.

So this is a real working form. This is, no lie. So they, if your MLS doesn't have it, they're going to have it soon. And it's, Going to put a lot of burden on the agents these buyers agents I don't know what they're going to be able to get how many brokerages can survive with a half percent So we're going to go into What's going to happen in the industry and what EZ brings to the industry on this?

The NAR Lawsuit Explained

Robert Cliner: But one of the things is the actual settlement. This is from an NAR website. Basically what they're saying is that seller and buyer commissions will be separated and negotiated outside of the MLS. So in other words, your sellers now are going to say, well, you know, I don't want to pay you 3 percent either.

And buyers, you know, we go through and we negotiate with the buyers. Where does the money come from? Well, right now it's coming out of the buyer's pockets. So that's all you guys can go on to the NAR website and you can see this thing. This will go into effect mid July 2024. This means all of your listings, all of your listing documents, and all of your stuff are going to be changing immediately through the MLS there.

So let's talk about buyers' commissions. So as of July, and mid-July sellers aren't going to be paying anymore, which means the agents have to negotiate with the buyer. And then how did the agents get paid? The buyers must pay cash. So that's the first one. So if we, if we think we're going to get 3 percent out of a buyer when it's coming out of their down payment, think about what that does to them?

I mean, 3 percent of a 500, 000 home, that's, that's 15, 000. It's coming out of their down payment. It could take them out of the 20 percent bracket, which means that they have PMI, and Payment Mortgage Insurance, which is an absolute waste. It may take them out of FHA. Because it can't come to the 3 and a half, so they got to go through and do a conventional, you know, 3 percent conventional.

And which again, puts them back in the PMI, but. Regardless of how they do it, that buyer is paying that money and it's coming out of their cash that cash cannot be financed into the loan.

Dave Elkins: And Robert, I'd like to add one thing real quick for the MLS. The seller is going to be allowed to offer seller concessions on the MLS, but I wanted to talk about that real quick. There's a big problem with that.

Let's take a conventional buyer. That's only doing 3 percent down and needs the maximum 3 percent seller concession for closing costs. If their agents charge them, say two and a half percent, they can't get another 3 percent from the seller. Conventional is maxed out at 3%. So, in a sense, if they agreed to 2.

5 percent from their agent, because their agent says, oh, this seller is giving you 3 percent seller concession, that just ate up any money that they would have for that seller concession. Now, let's talk real quick. FHA loans. Well, you've got a 1.75 hit on closing costs. Now, granted, it's financed, but most FHA people have only that three and a half percent.

I've been doing loans for 27 years. Everybody that's FHA most of the time is fighting for that three and a half and always needs seller concessions. So again, be careful when you're looking at stuff like that because even though the seller can offer seller concessions to help with the cost, that means the buyer is losing that money to help them with that.

Robert Cliner: Yeah, we're going to get into that on the bottom line on that day, believe it or not. So the next way is our way and there should be no questions about the way that we end up with getting the buyers' commissions paid commissions added to the accepted bid price and commission gets added to the final sales price, which means that it's going into the contract price and those commissions are getting paid out of the contract.

Okay. Ultimately, this means the buyers can finance. That portion of the thing. So that should take out the, the, your agents are saying my buyers aren't going to pay a buyer's premium. My buyers are going to do this. What is the benefit for them is we've already negotiated it with the seller beforehand that that's going to get added on to it.

They don't care. So a buyer is going to have to either pay it through cash or they can do it through us through a final sales price and finance that commission over to the sale. So we're going to open this up for discussion in just a minute.

The NAR Lawsuit Explained: Seller Commissions, Concessions, and Attracting Buyers

Robert Cliner: I want to go through the seller side of this too. So, Sellers commissions, now on the is that we aren't you're not going to this isn't going to be part of the listing price anymore. This is going to be a separate deal between you and the seller. And how much commission the seller is going to pay with this lawsuit that is coming out where are we at with how much the seller is going to pay? Because those sellers don't want to pay a commission. Honestly, are any buyers going to come look at the house? Without any concession from the seller for anything. How do they get buyers into their place? So we've got to be cognizant and very careful about what we do.

And on this negotiation. So the second thing is how many, so, so we, we just talked about, Dave just talked about using the commission as a concession. Well, doesn't that just kind of do what the lawsuit implies that it's coming out of their money? How long is that gonna last? And how many sellers gonna wanna pay a concession with all this other crap that's going through?

So you've got the selling agents and buying agents have their own set of problems. That we have the answer to so let's go through the EZ way the EZ way is the first thing we're 100 transparent Commission added to the accepted bid price commission gets added to the final sales price and it gets paid out of the purse but it's only that amount that we are collecting through the buyer's premium and You on the listing side of it.

How to Handle Commission Objections with Sliding Scale Offer

Robert Cline: You've got your separate Deal with the seller All right, so One of the biggest obstacles we always come up with is the EZ buyers agents who don't want their buyers to pay a buyer premium of 3%. Guess what? Now through our deal, they can negotiate it. So if they want to be a hero, you know, I want to give my buyer 3 percent for a buyer's premium.

I don't want that commission. I want to give my buyer a one and a half percent towards their closing costs. Now they can be heroes and do whatever they want. They don't have to fight with you about if they only want their buyers to pay

1%. What does that mean? That means that they're only gonna get 1% of the commission.

So all these things that we have built into our gives transparency and control to the consumers out there. So now they should be able to negotiate down with the buyers, and we can just list that on the MLS. So, then we're going to go through real quick because I want to open this up for dialogue.

So, talking to Joe, talking about people in the industry, talking about people who think this is no big deal. We're already working on a sliding commission scale. And this is kind of what they say that they're going to do. So, 1%, they'll just put the listing into the MLS, no photos, no, nothing. It's just in the MLS with the owners who have been responsible for getting the photos, giving 'em anything that they need to do. They'll put in the MLS and they'll send them over the contracts. The second thing is, is going to be you know, let's say for 2% listing of photos. 3 percent listing photos, video walkthrough, whatever 4 percent on the seller side, get the, the, you know, the seller to pave the 4%, the 1 percent to the EZ platform, open house, marketing, staging, et cetera.

So, you have something anybody can put. Whatever they want into a sliding scale the beauty of being a certified agent on the EZ platform is that you have marketing ads that you can do you will we are going to work with agents directly with video walkthroughs those who will do them talk about open house strategies marketing you know the MLS syndicates and throws it out to a lot of sites EZ platform has its little bit of syndication on top of it

Okay, so these are the things that we brought up now. What I'd like to do is go ahead and let's go ahead and open this up to dialogue.

Using the EZ Platform to Get More Listings: 0% Commission

Robert Cliner: And Joe, why don't you go 1st and why don't you think, I mean, what are you doing out in the field with all this stuff? Did you know about the lawsuit? In July, I think I sent it out to everybody, but I'm sure everybody knows.

Did you know what the ramifications were going to be from this lawsuit? Commissions are going away as of July.

Joe Petno: Yes.

Robert Cliner: Okay. So, you want to talk about what you've got on the EZ platform. You've been successful using it. How are you going to use the EZ platform to get more listings and make more money for yourself?

Joe Petno: Well, I was just talking to a guy a little while ago and I just thought of an agent in another state. And I tell everybody that I keep it simple. I use them. The EZ platform to get in the door. I said, try it, try going fishing and just casting out a hook. You have to have bait on the hook to have some success.

So that's what a lot of real estate agents do, right? Up until these lawsuits, they sit at their office or, they try to wait for opportunity. So my team's trying to be more aggressive. And setting up happy hour events in each city. My truck is completely wrapped, you know, it says to list your home as low as 0 percent commission with savings already to our sellers of close to 3 million.

The shirts that I'm wearing are on the backlist at your home for as low as 0 percent commission. And I talked to a guy at Publix who read my shirt the other day and said, tell me about this zero percent. So, I just think everybody has to stay positive at the end of the day in 2008 when the market tanked.

I looked up and said, Heaven's not hurting. So, why am I going to worry about what's going on in the world? And that's how I feel about it now. Because during the worst real estate time ever was when I was the number one agent in Nashville, Tennessee. So I think if agents will just be creative and when it comes to the platform, my area of 0 percent doesn't necessarily work.

Because we have a high inventory. The states that have a high, that have a lower inventory are working great. So, I've been taking a different approach. I've been telling sellers, what is your happy price? Because, you know, have you sold a house before, Mr. Seller? Yeah, I've sold six. Well, what are you accustomed to paying?

Well, five or six percent. Okay. So with me, all you're going to pay is two and a half percent, and we're going to advertise on 950 websites, professional photos, and drones. We're going to blast it through all social media aspects out there in the United States. We door knock before open houses saying, who do you want to be your neighbor?

We love nosy neighbors because they know people who want to buy your home. So if we're doing all of that for two and a half percent. Then that leaves the buyer, the premium much lower because now obviously we can even adjust the commission to 1%, 1.5%, 2%, 2.5%. So it leaves the commission lower for the

premium, and now that these lawsuits have been passed, you know, I, I just signed on two people this week that I, that I talked to a month ago, so what it's going to force people to do is think out of the box to get a unique selling proposition.

And that's really what real estate's all about.

MLS Alternatives: Using New Platforms in 2024

Robert Cliner: when you're selling the product now, we have the answer and flexibility and transparency, everything that the MLS got sued for are your clients more receptive? Your buyers for the certification course are more receptive

Joe Petno: Yeah, I mean people are starting to understand I still think the agent has a responsibility to explain in detail so every listing that I'm walking into I'm letting them know that 31 or 32 states now can put zero And as of July there's not going to be commission Into the MLS and I'm even letting them know that there may come a day that we don't have an MLS us You know, that a lot of these real estate companies are going to start pulling away from NAR.

And so I'm like, times are changing. That's why this platform platform is important.

Robert Cliner: And are they more receptive to that now, Joe? 'cause I know there was pushback a year ago saying, ah, bull, nothing's gonna happen, nothing's gonna change. Are they more receptive now?

Joe Petno: Yeah. Yeah. A lot of agents are starting to realize that if they wanna make money, they better change their thinking.

Robert Cliner: Yeah. Thanks, Joe.

Brett Parcell, what do you think this is going to do to the industry? What's this going to do to agents? And how can we help them with EZ to get certified? An EZ real estate offer platform

Brett Parcell: Well, obviously, this has been going on for 1520 years. I mean, it's been talked about. So, I mean, here in the Seattle area, it's.

Like, everywhere is causing a concern and half the people are thinking, well, things won't change that fast. But it's been that long. I mean, it changed. It doesn't change until it does change and we're about to see a major change. This has been building for a long time. So I think, you know, I'm seeing a lot of panic and the people looking for answers and that's perfect.

Speaker 1: You know, we just need to get our message out and, you know, fill that gap.

Robert Cliner: Kevin Rich.

Are you there, Kevin?

Kevin Rich: Can you hear me?

Robert Cliner: There we go.

Kevin Rich: How are you doing?

Robert Cliner: Good. So you've been in real estate for quite a while. And how do you see this platform changing agents' lives?

Kevin Rich: When I first started a few months back, not many people were surprised, but quite a few agents weren't aware of the NAR and in Massachusetts, the MLS lawsuit.

They are now. And they're open to hearing some options. That's the way I'm presenting EZ.

Robert Cliner: When you present it to them, do they understand all the flexibility that surrounds the EZ platform?

Kevin Rich: You know, that's, I go into that. First, I presented it as something I would send out to them. I'll send them some information and then follow up with them. So they, for most people, they, they come back to, Oh, it's an auction.

An online auction. I'm like, no, not really. It may look that way, but, yeah, it's a little bit of an education process here that has to go on.

Robert Cliner: Okay. Thank you. Michelle.

Michelle Delorne: I do have a lot of agents who will ask me about how to work about the percentage who's getting what commissions and oh, you're making the buyers pay and it's like, well, yes, and they want to negotiate like, well, then you need to talk to the listing agent. So, but people I have had 1 agent who's in Florida and New York, who's very excited about this going.

This is the answer. 1 guy in Southern California, tearing it up knowing that we have the answer can't wait to get more people on board.

Robert Cliner: Yeah, and I was going to stay on top of Michelle and her team, and we are getting. People that want to know more about the platform every day. I assume that's from Katt's stuff that she's been posting, driving them to the website.

And so we are picking up momentum in that direction at a pretty fairly quick pace on it as well.

Broker Owner Insights: Real Estate Industry Trends and Turnover

Robert Cliner: Jeff, how about you? What do you want to say in regards to the NAR lawsuit and this thing that just came down this week, this last week?

Jeff Tetzlaff: clear from the communications that I have that everybody's afraid of losing competitive advantage, you know, larger houses, maybe more so not retaining performance or talent.

I think that is unusual. It's an unusual situation. I think it's not often that a market that's been operating in a certain way for so long has been flipped upside down right now. And I think Joe's point was one to consider in that, you know, most, most, at least half of the agents known in the United States don't do what guys like Joe do to succeed in real estate selling.

So with that understanding, we start to see where, who, who has the biggest risk and liability in this. If you're an individual sales rep, perhaps. You poo poo it and think it'll never happen. It won't affect me. But if you're a brokerage house and maybe you have, you know, 10, 20, a hundred affiliates, that's a hundred times higher risk profile of somebody doing something they shouldn't.

And the larger the organizations are in this game, the more quickly they're going to have to make choices and do something immediate. Where is, where, which is where I see this fit here so well. It's not just that the market itself has changed the game, but now we're going to filter out and see who the real players are.

Just like Joe said in 08, this is a milestone time. And if it takes too much effort to convince somebody that the situational analysis is not on their side right now, and they don't adapt, it is going to be an adapt-or-die scenario. What will be most interesting is, if Can sales agents use these platforms in a very simple way again.

I think Joe pointed this out. It's about transparency. So show them what's happening. I understand it and I've sold homes and I guarantee you I'll sell my home using the platform the next time. So I think, I think it, I think the message should be a tremendous one for the sellers of homes as that opportunity to get in that door and win that listing.

Why Use A Fee-Based Real Estate Transaction Platform?

Jeff Tetzlaff: And as you say, Robert, the negotiation fact up front, I might suggest, you know, just the consideration, you know, it's, I think it's reasonable to talk commissions. When we're talking about how it works with real estate agents, but when we're talking to their customers, those who are trying to sell their homes, we should insert the term fee because that's the key.

If you would legal terms here, it look like everybody gets paid because a service is paid to the platform. We become the service offering that delivers on the value, just like in the old days say MLS might have done so. So I think that's a very open communication and that can be heard with.

With you know, sellers of a home or buyers and just specifically, hey we are, you know, there's fees charged. Everybody gets paid to do something. It's all fair. Don't you worry about it? What do you want to make in your house? And I, I, I, I'll throw it also on that comment you had there in your comment page, Robert, they're bullets that table.

That's a pretty exciting way to look at it. I could see how you guys developed that table of percentages. You know what? You could negotiate with the seller of a home to drive up that premium. Right? I just made some notes. Like, well,

what could you do for 5 percent or 6? So, for example, could 5 percent mean not just quote marketing, but targeted marketing state?

So you want to move homes your Joe down in Florida, you're saying, you know, I'm gonna get some of that New York money down here and target the market. Now you can charge 5 percent because the client, you know, is the seller of the home. Like, I might say, geez, you know, I love it in Seattle, but I want to come down to some hotty place like, you know, Newport Beach or something.

So, in any case, those are my comments. If that's helpful.

Robert Cliner: That's great. uh. but we're going to help agents from here forward with Jeff and the team, we're going to help agents from A to Z, you know, from getting the listing to closing the listing.

We're going to work with them intimately to help them achieve results. And I'm looking forward to that too. The training method that we were using in the back room simply hasn't worked. So we're going to hold their hands, babysit them, and help them become productive out in the marketplace with it.

Katt, do you have anything you want to interject?

How To Compete for Listings 2024

Katt Wagner: Oh, So I don't know why I'm so bright now that I'm coming back in, but you guys said some big things. And my small little tidbit is this is a great competitive edge to offer when you're on a listing appointment.

But I didn't think about the use case for using it as a, Hey, don't just pay me 1 percent when that other agent is offering that they only take 1%. I'm a value add, like, it's not just choosing me because I can give you this tool. It's my choice. And this is why I deserve a higher commission instead of engaging in a downward spiral.

Chasing me, the agents that are like, Oh, just listen to me. I'll cut my commission for you. The sliding scale lays out the difference and exemplifies it. And I think every agent should embrace this. It will exemplify what you get when you're paying a 1 percent agent versus not a

Robert Cliner: 1%. Yeah. Very good.

Thank you, Nick.

Benefits of Buying and Selling on the EZ Platform

Nick Ackley: I can only reiterate what everyone's been saying. You know, this is a great competitive advantage that will help our agents stick out in their market and show that they're going above and beyond with their service as well. I love that. We're not only the answer for a way that will make agents feel comfortable with new ways of doing it. Right. And, and being the answer, but we're, we're, we're helping the consumer on their end, right? The seller of their home is getting a better deal. The buyer is no longer having to pay that commission. I mean, just the thought of a seller having to pay a buyer agent, someone negotiating against them, it just doesn't make sense.

So I'm glad that's changing. And I'm really happy that we're the answer to that. A lot of people have said, you know, it takes a little bit of time to explain it. To an agent, how it works, how we're still compliant. But when you explain it to a consumer and you tell them, Hey, this is how you're going to save money.

This is how it's going to better the transaction for you. They get it right away. So as long as we come from a place of reminding ourselves that the consumer is the one that's winning here. Then, we all went to the end.

Robert Cliner: That's a good input. Mike, Mick, anything you want to say?

Michael Fox: I always have an opinion. But yeah, when I see the MLS you know, there's no requirement B with the NAR to view the MLS. Then I see, like, those agencies falling off. But then also the buyer commission if we, the lower that goes, the lower the quality of representation, it goes.

So now, and even to the point where unrepresentative buyers are showing up at the, seller's agent. Asking them to write up the offer. And so I see that dynamic both now and in the background.

Jeff Tetzlaff: Great.

Robert Cliner: Amy, anything you want to throw in?

Emy Santos: Not that I can think of. I was just absorbing how everybody thinks about this.

Robert Cliner: Does this help you when you talk to agents and maybe give them some help? How to make this successful.

Emy Santos: Absolutely. And 100%.

Robert Cliner: Jessica, anything you want to say?

Speaker 2: No, honestly, I'm basically like Emi said, observing information. This is all still kind of new to me. So, yeah, learning about new things. And since I just do the invoices and then I'm kind of taking on more with making phone calls, answering phone calls, emailing, and stuff. So it's all still new to me, but I'm still learning a lot.

Yeah.

Dave Elkins: Very good. Dave couldn't wait. So I can be honest with you and say, that change is hard guys. Anytime something is about to explode in change, it always is difficult, but you know what is not difficult stuff that makes sense. That's a benefit. Those are things that change doesn't affect. I'm going to give you a quick example because I would talk for an hour and a half if I had a chance in my industry, which initially was loans, the Dodd-Frank Act came out when all the foreclosures and everything went crazy.

It turned our business completely upside down. About 70 percent of the loan officers in the country went and did something else. It was crazy. And I can tell you, I will not be shocked if that happens again. And the sad part to this is they're taking a situation that on the surface is not good, but it's on the surface guys.

When you look at what we offer today, it solves the problem and it makes sense. This isn't something that you've got to be a rocket scientist to figure out half the time. This is so simple. People don't believe it. They're like, oh, you're hiding something. crazy, right? This is so simple and makes so much sense that what just happened literally should not be an issue.

And we have to help make it not an issue. Because we have that answer to such a big problem. So what I want us to do is, if any of you guys are thinking about this today and when you hang up from this call, this is not a problem. This is a solution to a problem that people think they have. And for those that want to think about it.

God bless. Let them do their thing. Okay? We are not going to make everybody happy. Okay? That's a fact. But what we can do is take a smart agent who's open to listening because let's be honest, should hit the fan and turn them into somebody that now has the belief again, has the want again, has everything that they need to To be that productive agent again, without worrying about that dark cloud called the NAR.

So, again, I'm going to close this by saying, this is not a bad thing that just happened. This is something that just happened. And people are making this a big thing when necessarily it doesn't have to be. So, I'll stop there, Robert, or I'll talk for hours.

Robert Cliner: Yeah, and I want to reiterate that, you know, the turmoil in the industry, I mean, we found out about this thing probably 2, 3 hours before CNN blasted it out about the lawsuit going through in the settlement going through.

We do have the answer you guys, and if we don't get the message out there to people right now, you know what, there are going to be a lot of real estate agents that quit and leave the industry for no reason.

We've got to get the message out there because. You know, our mission is taking real estate back and putting it back in the agents' hands. We have a solution to do that. That's transparent. And represents the public agents' brokerages better than anything out there.

So I'm going to leave with that. Zeeshan, do you want to say anything?

Zeeshan: No, I'm just noticing everything, just trying to hear what's going on. All right.

Robert Cliner: So anyways, I appreciate everybody being here. You know, a couple of things that you guys can do to help us. We are trying to go from A to Z. With agents from the listing appointment to the closing and we're putting together training On that we're going to need to develop new content on that.

So any suggestions that you guys have, feel free to pass them on to Dave or me. Everybody knows our email addresses. Joe appreciates you being on the call. Anyways, anything else you want to say in closing? Nope. All right. Everybody. Oh, Kat, you want to say one

Katt Wagner: thing? Yep. So I've got 1 thing. 1 thing I want to add is, you know, you're saying we want to save.

the attrition, the inevitable attrition from people panicking and flooding out of the real estate industry. But at the same time, that translates to consumer benefits too, right? So now with all this commission, you can't say what commission you're charging on the MLS. That adds new communication barriers.

That means transactions go slower. That means some agents might not want to schedule a listing, which means the consumer is missing out on an opportunity for someone to come see their house, or for a buyer to go tour a house that might be the one for them. Right? All that extra layer could add, you know, kind of an obstacle that might not be surmountable for the consumer.

So, that's another aspect of it. It was the last thing that you were saying I wanted to tack on. That and guys, if you are on Facebook, I know not everybody uses it, but if you follow our main, our consumer-facing, I'm going to call it our consumer-facing Facebook page,

we're going to post engaging questions there. Scenarios that buyers might be dealing with. Scenarios that sellers might be dealing with. If you guys, if you happen to see it, you don't have to go out of your way. But if you're scrolling while you're waiting for your coffee to brew you could just leave a comment sharing your insight, your advice.

So if we build a huge bubble around what the consumers will see, they'll flood to the platform and more agents will want to come to you and ask, hey, you're using this. Can you tell me more about it? Because I want to use it too. Because I see this, this buyer, this seller, they're using it. In a year, people should know the EZ real estate offer just like they might know Zillow.

That's like, that's what we should be doing. And we don't charge people for leads. We don't charge to send people leads once they're an agent. They get leads right now for free from us. So

Robert Cliner: there we go. It's a good place to end it. Thanks, everybody. I will be sending out the broadcast to everybody when it closes.

Along with the slides that we have, and again, please feel free to interject and help us become better. I know we are. Thanks, everybody.