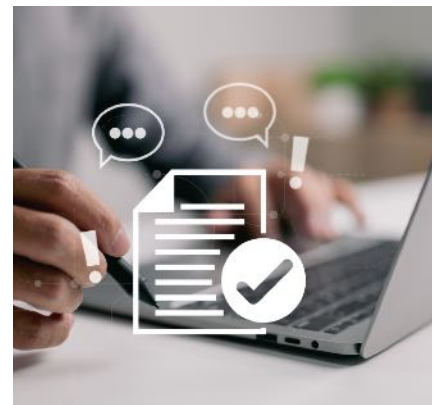
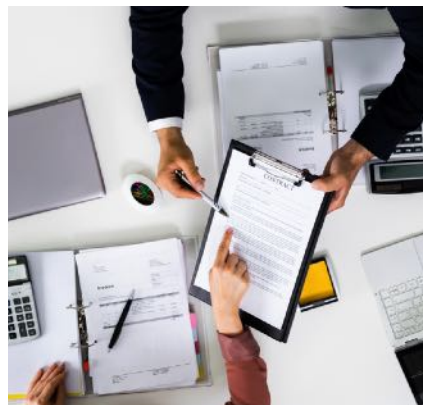




10 UNDERUTILIZED NAR TOOLS TO IMPROVE YOUR BUSINESS



PRESENTED BY: *Matthew Rathbun*



ABOUT THE SPEAKER

Matthew Rathbun has traveled across the US and abroad bringing the latest information about trends, techniques, and tools to real estate agents looking to upgrade their careers. With a unique blend of geekiness, humor and in-depth knowledge of the practice of real estate Matthew makes agents think differently about the world. Matthew is a self-proclaimed 'worst- student-ever", and during each class, he puts himself in the learner's seat and brings a unique spin to how agents can increase their business and serve their clients at a higher level.

Matthew is a licensed broker in Virginia, Maryland, and the District of Columbia and Exec. Vice President of a large firm. Matthew has served in various leadership capacities in the REALTOR® Association.

Recognition

- REBI National Distinguished Educator Of The Year
- CRS National Instructor of the Year
- Virginia Association of REALTORS® - Instructor of the Year
- Fredericksburg Assoc. of REALTORS® - Instructor of the Year
- RISMedia Newsmaker – Influencer
- Virginia REALTORS® Graduate - Leadership Academy
- Fredericksburg Assoc. of REALTORS®s – Realtor of the Year
- Fredericksburg Assoc. of REALTORS® – President's Award
- Fredericksburg Assoc. of REALTORS® – Code of Ethics Award
- Fredericksburg Assoc. of REALTORS® – Rookie of the Year
- Fredericksburg Assoc. of REALTORS® – Hall of Fame

MATTHEWRATHBUN.COM



Matthew Rathbun

ENGAGE

WHY AGENTS MAKE A MOVE

- Broker/Owner/Manager Reputation, Image & Leadership
- Market Share & Agent Productivity
- Name Brand Recognition
- Company Reputation/Image/Culture/Energy Level
- Other Agents at Firm (or friends)



WHY AGENTS MAKE A MOVE

- Level of Support: Staff, Mgmt, Marketing, Transactional, etc.
- Leads/Lead Management/Lead Distribution
- Commission/Compensation Plan/Fee Structures
- Facilities/Equipment/Location (Includes Technology)
- Performance Management & Development



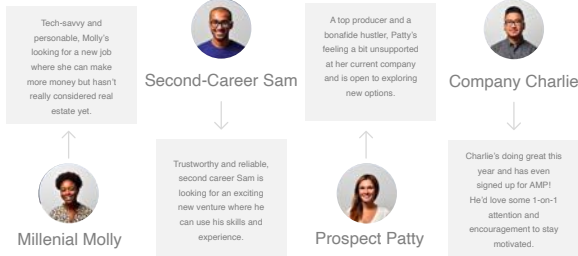
Studies show that it takes a minimum of **14 contacts** for an experienced agent to make a move.

Brand Messaging

Define Your Audience

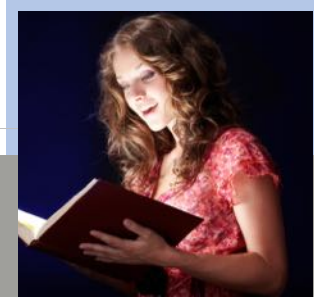


Agent Personas



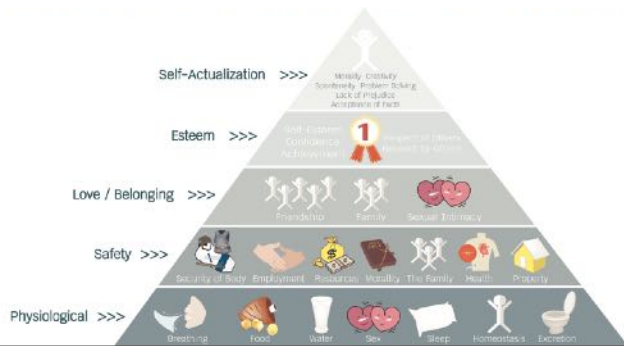
ENTICE

CREATE A STORY



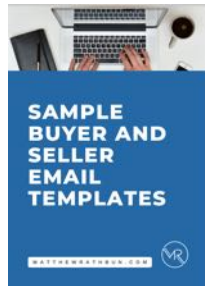
- YOUR UVP
- CURATE ASSETS
- CREATE A TARGET LIST

MASLOWS HIERARCHY OF NEEDS



How are
you
making
them feel
safe?

eBOOKS AND REFERENCE GUIDES



**A TANGIBLE
CALENDER**



**THIS IS
YOUR
HERO
MOMENT**



THANK YOU!

QUESTIONS
AND
ANSWERS

Matthew Rathbun



matthewrathbun.com
540.455.3350

 /matrathbun

 /matthew_rathbun

 @matrathbun
