

10 UNDERUTILIZED NAR TOOLS TO IMPROVE YOUR BUSINESS









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
- Frederickburg 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

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- Fredericksburg Assoc. of REALTORS® Rookie of the Year
- Fredericksburg Assoc. of REALTORS® Hall of Fame

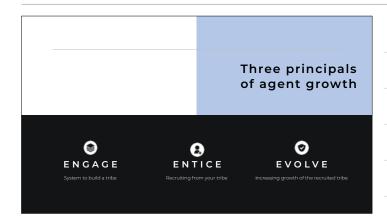
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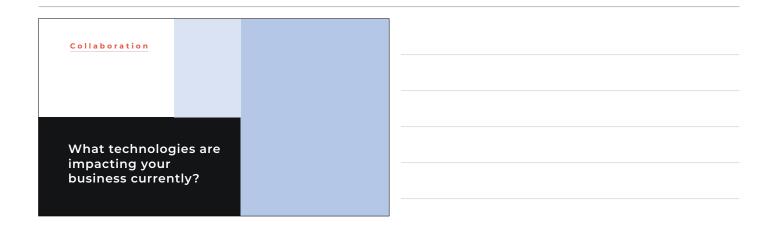




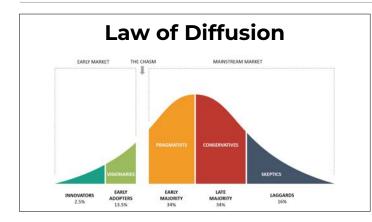


T H E MISSION	Recruiting And Elevating Agents with Technology	
THE AGENDA	-Trending Tech -Risk Reduction -AI and Recruitment -Tech Stack Adoption -Overcoming Barriers	









Everyone who dismissed a new technology was wrong...

The Chasm Widens With Neglect







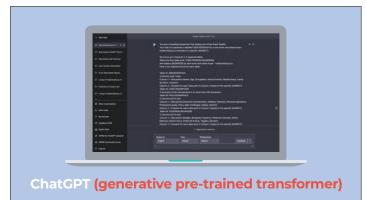
Little To No Regulatory or Judicial Premise





Generative Al



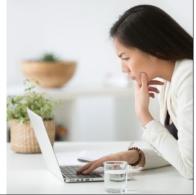




Ondemand, Microlearning and Decentralized Training



Brokers knowledge-base is insufficient







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

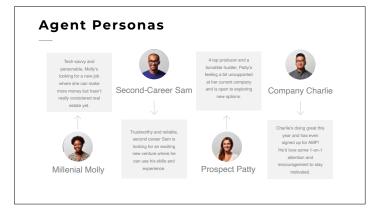


Studies show that it takes a minimum of 14 contacts for an experienced agent to make a move.

Brand Messaging

Define Your Audience



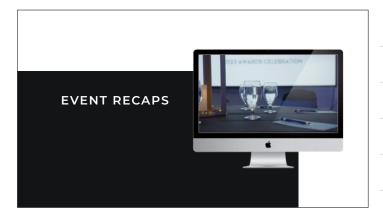


TIME TO BUILD YOUR TRI<mark>B</mark>E







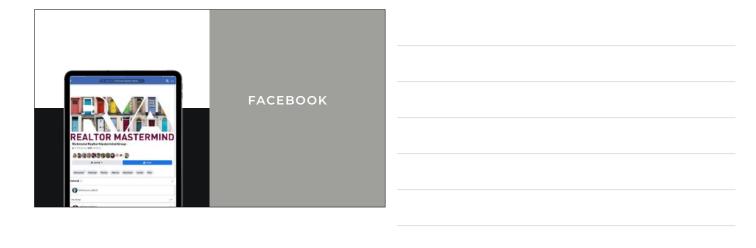


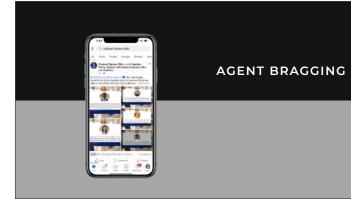


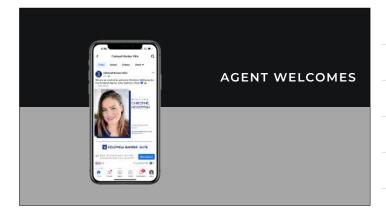


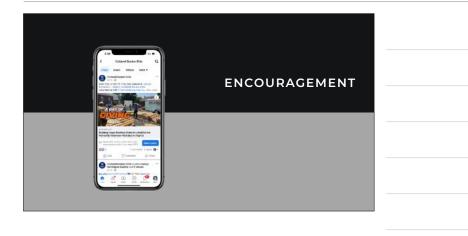


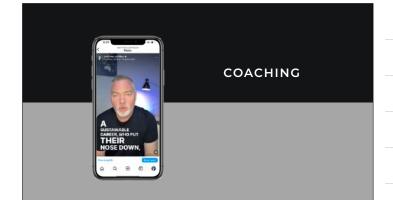
SOCIAL MEDIA ENGAGEMENT

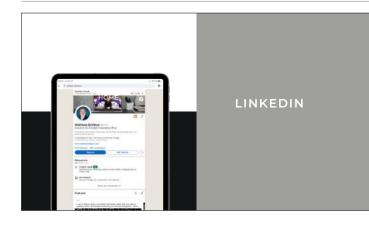






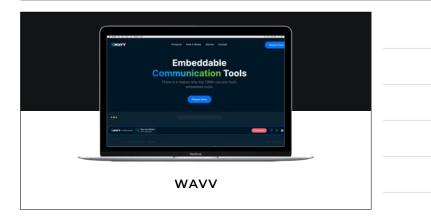












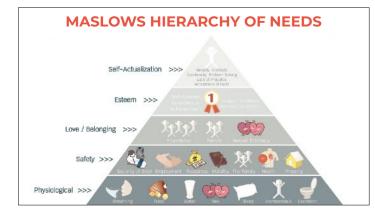






YOUR UVP CURATE ASSETS CREATE A TARGET LIST





EVERYONE HAS A TECH STACK; NOT EVERYONE HAS A SOLUTION







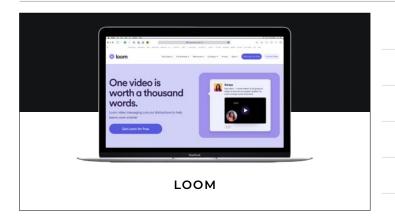
How are you quieting their fears?



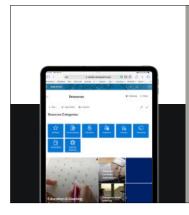












A CENTRAL LOCATION FOR ALL YOUR TOOLS

Your tools and training should solve problems they didn't know they had.





UPON AFFILIATION, WE HAVE A DUTY TO INVEST IN THEIR SUCCESS

THE HONEYMOON MATTERS





	•COMMUNITY INVOLVEMENT	
ANNOUNCE ALL OF THEIR WINS	•FIRST TRANSACTION	
	•BIGGEST TRANSACTION	
	•REACHING GOALS	
	• ANNIVESERIES	
	•NATIONAL DESIGNATIONS	





EACH GOAL REACHED CREATES A REASON TO HARVEST A TESTIMONIAL



CONTEMPORARY TOOLS, TECHNOLOGY AND PRACTICES ARE NOT OPTIONAL

WE WERE NOT DESIGNED TO SIT IN A CLASSROOM

DEVELOPMENT PLANS SHOULD BE CUSTOMIZED



THIS IS YOUR HERO MOMENT



