



## CONFIDENTLY NAVIGATING THE NAR SETTLEMENT

Change can be unsettling...

But change is normal. It gives us the opportunity to grow, evolve, and serve our clients the best we can.

In light of the March 2024 NAR settlement, we're sharing a few resources for our Excel agents to face these changes confidently.

### 1- Establish your personal brand & make Instagram work for you

Use this as a checklist:

1. My face and personality are apparent throughout the posts I share
2. I utilize consistent colors and fonts in my marketing
3. Most or all of my posts have visible titles, including reels
4. There's an obvious way to contact me on my Instagram, Facebook, LinkedIn and other social pages
5. My name and the city where I serve are included in my @handle or display name

### 2- Share content that speaks to your ideal client

Identify and speak directly to your ideal client in the content you share. Remember, if you're speaking to everyone, you're speaking to no one in particular. (Not sure who your ideal client is? Think about the clients you've most enjoyed working with in the past).

Focus your content on your unique personal stories and lessons learned instead of generic tips. Avoid sharing about topics that are easily found on Google.

Perform a quick audit: Doing a quick glance at your profiles on Instagram, LinkedIn, Facebook, etc. right now, is it obvious who you're speaking to?

### 3- Define your lead generation strategy

Reflect on your previous clients. Where did they come from? Can you focus your efforts in that area?

Consider praising those who have referred clients your way. [Loop & Tie](#) offers a gift catalog to share with folks who have recommended you.

Create a free resource that your ideal client would find valuable to build that know-like-trust factor. Swap or refresh this resource from time to time to stay fresh.

Watch this training to create a free lead magnet and landing page.

### 4- Nurture your current audience and client base

Engage meaningfully with your current audience and past clients on Instagram and Facebook. Show your genuine interest and support of the things happening in their life!



Share your behind the scenes on Instagram and Facebook stories (people LOVE seeing behind the curtain).

Share a value-packed email newsletter. Share personal stories and be the local resource – include info about upcoming events, local market updates and new businesses opening in your city.

## 5- Create a buyer agent resume

Outline key career milestones, your proven track record, numbers and data to support your expertise, your unique value proposition, testimonials, screenshots of client love, key negotiations and money saved for your buyers. Begin collecting social proof of your wins and the value you're bringing to transactions. You can use this information to establish credibility on future consults or appointments.

## 6- Articulate your value to your buyers

Provide a tiered service offering sheet to review with buyers. Know your unique value proposition. Questions to consider: What unique services do I provide, what industry partners do I collaborate with? What are my areas of expertise? What praises have I received previously?