

# Members Edge: Find Ways to be Better

**Content at Region XI Conference focused on best practices, helping REALTORS® find their niche**

**R**EALTOR® leaders attending the annual Region XI Conference last week got to take advantage of a rare opportunity. The event, hosted at the Sandia Resort in Albuquerque, NM April 11-13, featured NAR's Members Edge Conference, aimed at REALTORS® who are eager to learn cutting-edge technologies and business practices, the latest industry news, and NAR resources that can benefit business and clients. The Members Edge portion of the conference, which took place April 12, is awarded to just two events annually.

Nobu Hata, NAR's Director of Member Engagement, led off the event and then served as moderator. His theme of the day centered on REALTORS® being better and providing more value for their clients.

"As REALTORS®, your job now, and the value of what you bring to the table, is more valuable than at any other time," Hata said. "Consumers are driving change and REALTORS® need to show value beyond what Google is giving people."

"Disrupters have one mission – to make an experience better, but the 25-year-old somethings in the Google real estate department have never bought or sold a home. For me it's all about better. Do everything better. Do a better job of exposing what we REALTORS® do."

Following Hata's opening remarks, the Members Edge programming continued with REALTOR® leaders throughout the mountain states and across the country imparting their own words of wisdom.

Evan Fuchs, an Arizona broker spoke about REALTORS® needing to be more intentional in their practices. Fuchs shared a grid with a horizontal axis measuring 'importance' and a vertical axis measuring urgency. He said REALTORS® need to practice in the most important and less urgent part of the grid and that means working intentionally. He said by working intentionally, REALTORS® avoid using their time dealing with crisis or wasting it on less important tasks. Hata



NAR Director of Member Engagement Nobu Hata (left) and Dave Tina, a Nevada REALTORS® BOD member from Las Vegas, were busy talking about the real estate landscape during the Members Edge Conference in Albuquerque, NM April 12.

was quick to capitalize, pointing out that Fuchs' wisdom calls on planning better.

Another Arizona REALTOR®, Holly Mabery, addressed the group of 350-plus, stressing that REALTORS® can all market their area better. Show clients what they can't see on Google and help them create community were some key sentiments.

Mabery said the first negotiation REALTORS® should have is with their clients.

"Home is where you are loved, acknowledged and validated. That's where your people come together," she said. "I've shifted how I talk to my clients because I have to get to know them better."

"I had to understand what people needed and wanted, what they love to do. That was my 'ah-ha' moment. I wanted to know how people live in their home ... if you help people create community, you're more than just any other REALTOR®."

Hata simply said, "Use better lifestyle marketing."

Leigh Brown, a REALTOR® from Charlotte, NC, known nationally for her straight-forward approach and sense of humor, wrapped up the Members Edge programming last Thursday. Brown's presentation focused on reinforcing the idea that words have power and REALTORS® need to use their words and time better.

"Bury the word 'referral.' Change your language and ask people to recommend

you," she said. "Those who like you will be happy to recommend you, but if you say 'refer you' and all of a sudden they feel icky ... Don't host a team retreat. That means you're looking backward. Host a team advance and talk about how you're getting better."

Brown believes too many REALTORS® are trying to appeal to the masses instead of appealing to their '150,' the number of relationships she says most people can manage effectively.

"Most REALTORS®, their marketing does not reflect them," she said. "The bulk of stuff we put out, we are not personalizing for the people we could be influencing. Stop trying to please everybody and understand it's OK if everybody doesn't like you. 150 is our real sphere of influence. Call them. Visit them. Send video to them. Be where they are. Be human."

Hata explained that many REALTORS® try to do everything well, noting that many set out on a mission trying to be everything to all and wind up overwhelming themselves, resulting in doing very little well. The former REALTOR® turned NAR executive added that disrupters can be good for real estate because they often point REALTORS® where they need to be better.

"At the end of the day, do something different and do it well," Hata said. "Usher in an age of being better with your colleagues and clients."