



Reinventing How You Buy and Sell Real Estate

First, let's explore the real estate industry. Does it really need to be reinvented? Well, let's take a look at some facts.

- The average agent only sells 8 houses per year
- Up to 58% of homes that go on the market FAIL to sell
- It takes as little as 90 hours to obtain a real estate license
- There is no proven, documented system to sell for the most money
- Most agents aren't qualified to handle the sale of your largest asset
- The best agents are so busy they can't manage all the variables involved
- Real estate are ranked somewhere between used car salesmen and politicians as far as "trust"
- 80% of real estate agents get out of the business in the first year
- The average agent's investment on marketing and promotions is only \$89/month

You're about to have major surgery. A gentleman comes in and he's wearing a shirt that says "Sandwich Artist." You instantly recognize the shirt from Subway. You watch out of the corner of your eye as you lay out on the table. Your eyes are getting heavy from the anesthesia. Your blinks are getting longer. The man starts to step into a pair of blue scrubs. He then slips on a mask to cover his nose and mouth. Then it hits you, this is the doctor. You are about to go under the knife in a potentially life-altering surgery and the doctor also works at a sandwich shop?

What would you do?

Let me answer for you. You'd snap out of it and get up off the table and get the heck out of there dragging IV's, tool trays, and hanging lights with you!

That's what you'd do. Who's ever heard of a doctor having to work part-time at a sandwich shop?

Yes, I know that this is an extreme example, however here in Raleigh we met a real estate agent who cuts deli meat when it's slow in real estate. Seriously...this happened.

Everyone knows someone who has a real estate license. Most of us know several. This industry has allowed home buyers and sellers to make the largest financial decisions in most of our lives with guidance from part-time, new, or inexperienced real estate agents.

What's worse is that the brokerages that they work for are built on a "recruiting models." They focus on hiring more agents instead of focusing on managing the customer experience. Let me ask you this, if you see a Motel 6 and a Ritz Carlton, do you immediately know the difference?

Exactly! One is cheap and targets people traveling late at night looking for a place to stay, and the other is known for its high-end clientele and unmatched experience.

Now can you tell me the difference between ReMax and Keller Williams? How about Century 21 and Coldwell Banker? The reason there is no distinctive difference is because the brand doesn't manage the message to the market and don't manage the customer experience. If you go to 10 different agents in any of these offices you will hear 10 different prices. 10 different marketing programs, and you will get 10 different experiences. It's broken.

Sure, we can justify blaming the National Association of Realtors, Agents, Educational Institutions, state real estate commissions, or whoever. Who's important here is that there is no one really looking out for your best interest throughout the entire experience.

That's why we are trained and coached by an entirely new organization for top real estate professionals. The National Association of Expert Advisors represents the best of the best in the industry.

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