

*WEBINAR #7*  
*REBUILDING TRUST & RELATIONSHIPS*  
*WITH THE CONSUMER IN THE CHAOTIC*  
*MARKET*

*By David Compton*

***GAME-CHANGING EVENTS IN 2008:***

***THE SEVEN DEADLY VICES:***

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

***COMMISSIONER'S RULES ON PROFESSIONAL CONDUCT:***  
***A.A.C. -R4-28-1101a & A.A.C. -R4-28-1101b:***

**A.A.C.-R4-28-1101a (FIDUCIARY DUTY):**

C \_\_\_\_\_

A \_\_\_\_\_

R \_\_\_\_\_

L \_\_\_\_\_

O \_\_\_\_\_

A \_\_\_\_\_

D \_\_\_\_\_

**THE SEVEN PRICELESS VIRTUES:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

**THE REAL ESTATE PROFESSIONAL'S ROLE IN A TUMULTUOUS MARKET (Or any market):**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**FULFILLING THESE OBLIGATIONS TO THE SELLER:**

1. *Market value and more.*

2. *Minimal selling/marketing time.*

3. \_\_\_\_\_

4. \_\_\_\_\_

5. *Reality-based pricing/objectivity.*

6. *Merchandising/staging recommendations.*

7. \_\_\_\_\_

8. \_\_\_\_\_

*9. Accountability*

*10. Negotiating assistance.*

*11. Advocacy through closing.*

*12. Contingency management.*

*13. Keeping promises made.*

*14. Attendance at closing.*

*15. Post-closing contact.*

**FULFILLING THESE OBLIGATIONS  
TO THE BUYER:**

*1. Knowledge of market, community, & neighborhood*

*2. To be understood.*

*3. Reasonable availability.*

*4. \_\_\_\_\_.*

*5. \_\_\_\_\_.*

*6. Valuation/negotiating assistance.*

*7. Advocacy.*

*8. Keeping promises made.*

9. *Resource Consulting - title, escrow, lending, home warranty, inspection services, remodeling, repairing, etc.*

10. *Contingency management.*

11. \_\_\_\_\_.

12. *Post-closing contact.*

## ***CONCLUSIONS, QUESTIONS & ANSWERS***