

From **DANGER** comes **OPPORTUNITY**

Nobu Hata, National Association of REALTORS
nhata@realtors.org | @nobuhata

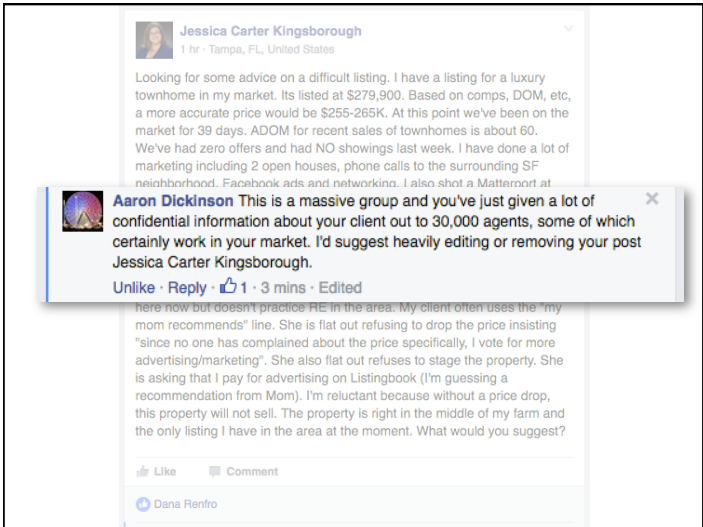
Nothing in the
D.A.N.G.E.R Report
should be a surprise
to you.

DANGER ESRO DEVELOPS INTO A
DANGER **INSUFFICIENT**
DANGER **MASSES OF MARGINAL AGENTS**
DANGER **COMMISSIONS SPIRAL DOWNWARD**
A variety of powerful forces exert significant downward pressure on real estate commissions.
struggle to attract young recruits.
understand their obligations and responsibilities.

The biggest danger?
Apathy.

You can choose to complain and be held hostage by fear or we can work together to be change agents.

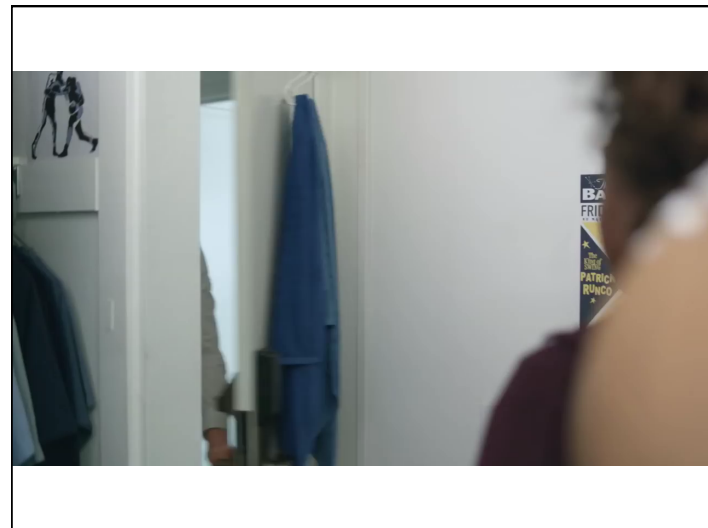
Mentor new agents.



Hold veteran agents
accountable.

Find specialist leaders.
Engage with people
not here.

Think brand.
Make the message
fit the channel.





Shift the points of aspiration. Add context and humanize the industry.

Understand the concepts behind the things that'll have ramifications on your clients.



Stop saying sh*t you wouldn't say in front of your clients and sync with them instead.



Take back the perception of the industry.

Mouse Caught In 150-Year-Old Mousetrap At Museum

February 5, 2016 | by Tom Hale



photo credit: MERL

Thanks!

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