

THAT'S WHO WE

REALTOR®

THE FALL ISSUE



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The term REALTOR® is not only a trademark owned by NAR and protected by federal law, it is also a valuable membership benefit that distinguishes members from all others in the real estate business. Watch this entertaining video to learn how members can protect the value of the mark by using it properly. Remember, a REALTOR® isn't "just another real estate agent." Being a REALTOR® means more.

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Leila Hamka
Vice President
Dearborn Area Board of Realtors

Active Patience and Remaining Resilient in Real Estate

After a few years of remarkable increases in home prices, and buyers frantically working to outbid each other, there are signs that the U.S. housing market is starting to cool off. Amid a surge of new inventory and higher interest rates, some buyers are finding a slow down, and sellers are once again practicing their negotiation skills. But what does that mean for you and your role as a Realtor?

Here are a few ideas to keep in practice:

Patience with yourself- If you're a newer agent and have only experienced the intensity of the last couple years, then you must reprogram your skills. Shadow and learn from experienced agents, try new marketing techniques, and remember that failing just means you're trying. If you're a veteran agent, hone in on those skills that you have utilized in the past, and get back to the basics!

Patience with your clients- When working with buyers or sellers, be ready to prepare them for the new shift. Future pace them with the correct information, and remember that open communication is key! Sellers should be aware that homes will sit longer on the market, and be prepared to show your buyers many homes before they choose to write up an offer.

Patience with the market- With all the chatter around us, it is crucial to keep your blinders up and focus on what is in front of you. Focus on the clients you're currently working with, and what needs to be done for them. Yes, keeping up with changing interest rates and enhancing your knowledge of the market is important, but do not succumb to the negative talk.

Stay Resilient- In this shifting market, resilience and consistency is critical. These two concepts are always the way forward. If you don't already have one, find a mentor during these times to help keep you focused. Team up with other Realtors and share thoughts and ideas of how to maneuver these changes, and most important, do not conform to any negative stereotypes about real estate agents...stay honest and sincere in all your interactions with clients and other Realtors you're in business with.

Leila L. Hamka
Dearborn Area Board of Realtors
President-Elect 2022

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The hunt is about so much more than the house. Home buying hiccups lead to...

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SEPT. 21-23

MR Convention

OCT. 5

6 Hour Con. Ed

OCT. 21

Free Con Ed

NOV. 18

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NOV. 9-14

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DEC. 7

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