

**KEY
ADVANTAGE**



QUARTER 4 2024 SESSION

Major topics –

- The current and future state of Nevada Real Estate
- Marketing Options (You NEED More Clients) – YOUR 2025 PIPELINE
- More information on referrals and the “Team” approach
- Buyer Financing

THERE'S NOWHERE TO GO BUT UP

National and Nevada total real estate sales are their lowest point in over 20 years. The combination of low inventory driven by the supply chain and higher interest rate have caused stagnation in the marketplace.

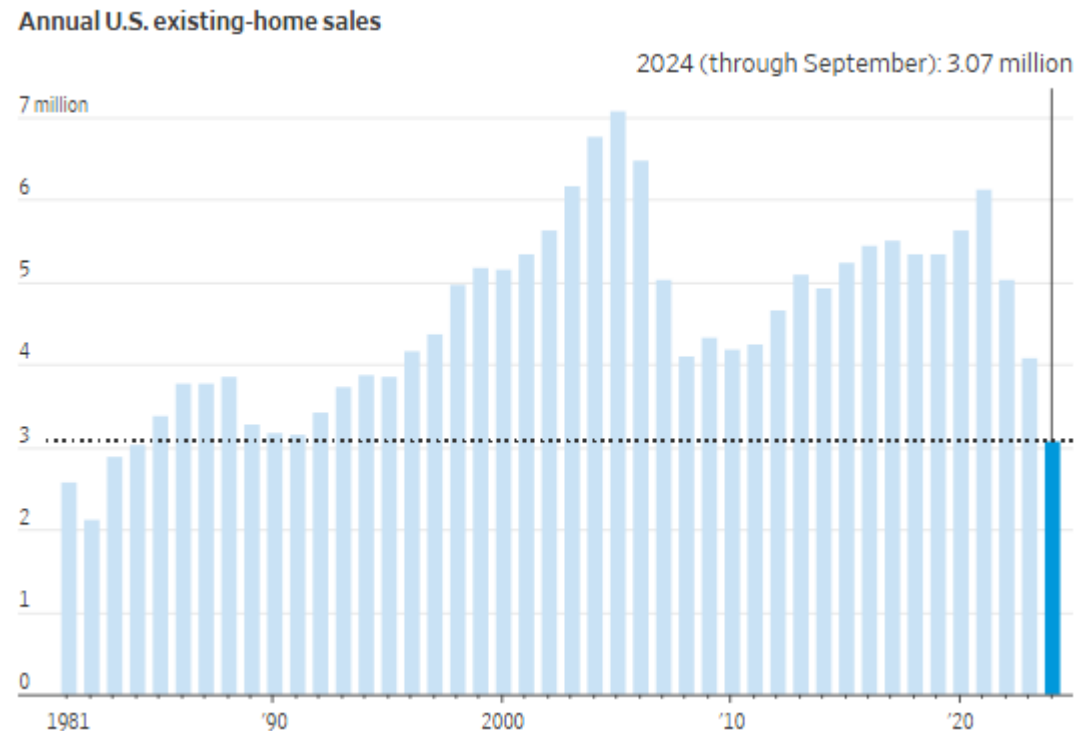
The Las Vegas marketplace is on track to have just under 20K closings. A healthy real estate market can be assessed a number of ways but most markets see just under 2% of the population buying or selling property in a given year.



THE NATIONAL REAL ESTATE MARKET HAS BEEN THE SAME

In September, 42% of more than 1,000 people surveyed by Fannie Mae said they expect mortgage rates to fall in the next 12 months. This WILL bring more buyers to the marketplace.

Home-buying activity typically slows during the holiday season. NAR projections expect sidelined buyers to re-enter the market in early 2025.



Example of a pipeline to close multiple transactions per calendar year

- **Leads:** Depending on the conversion ratio. You should be working 3 to 10 leads at any given time. New, potential clients generated through multiple sources, such as referrals, online platforms (e.g., Zillow, Realtor.com), social media, open houses, and targeted marketing campaigns. This stage benefits from steady lead generation to keep new clients flowing into the pipeline.
- **Nurture Stage:** Some of the leads will be put into a nurture stage. Prospective clients who are interested but may not be ready to buy or sell immediately. Regular touchpoints, such as emails, phone calls, and market updates, help keep the agent top-of-mind until they are ready to proceed.
- **Active Clients:** This stage should always have 2 or more per month. Clients who are actively looking to buy or sell. The pipeline should have a good number of these clients to ensure a steady stream of transactions in the near term. Efficient communication and support are critical here to move clients toward closing.
- **Under Contract:** This stage should always have 1 or more per month. Transactions in progress, where clients have signed agreements and are working through inspections, appraisals, or financing. This phase requires careful management to ensure deals close smoothly.
- **Past Clients and Referrals:** Former clients who had successful transactions. Maintaining a relationship with them through follow-up calls, newsletters, and events can encourage referrals and repeat business, keeping the pipeline sustainable.

CREATE A PIPELINE PLAN

Zillow

Claim and Optimize Your Profile - Claiming and optimizing your profile on Zillow is free. Agents can create a basic profile at no cost, allowing them to display contact information, add a bio, upload a photo - <https://www.zillow.com/premier-agent/agent-account/>

Use Zillow Premier Agent - Zillow Premier Agent does come with a cost. The pricing varies based on the location and competition within the chosen ZIP code. The cost can range from around \$200 per month in more affordable markets to over \$1,000 per month

Homes.com

Claim and Optimize Profiles: Create a free agent profile on Homes.com to showcase expertise and contact information. CoStar Group, launched an unprecedented \$1 billion advertising campaign to boost its visibility in the real estate sector and to compete with industry leaders like Zillow and Realtor.com. Apartments.com / LoopNet / Homes.com

MARKETING IS ALWAYS A KEY TO CLOSING MORE TRANSACTIONS

- Leverage Social Media Advertising

- Take advantage of the overwhelming amount of free social media availability there is. Everything from pictures to tagging neighborhoods and communities.

- Host Open Houses

- Use the Key Realty open house signs (20 available for check out) to hold open houses at Key listings or obtain permission from an agent at another brokerage (in writing) to hold an open house at their listing.

- Creative Marketing

- All new appliances paid for by your Las Vegas Realtor / All moving company services provided by your Las Vegas Realtor /
- Use additional terms in section 13 of the BBA or in the Listing contract to define any marketing promotion with defined limits

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LESSONS LEARNED FROM THE BBA



Understand that the BBA is NOT required for Non NAR, MLS members.



If the other side presses for a BBA to be signed our objective is not to delay the transaction and we can supply one but this is not required. (Do what it takes to transact)



All commissions are still to be defined and agreed to within the purchase contract. Ensure your commissions are earned.

Buyer Brokerage Agreement

9 **13. ADDITIONAL TERMS.** _____

10 _____

11 _____

12 **14. CANCELLATION.** Either party may cancel this agreement, effective upon delivery of written notice to the other party,
13 unless Buyer is under contract to purchase the Property.

LENDERS ARE THE KEY TO WORKING WITH BUYERS

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