



**Association
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The Conspiracy to Put You Out of Business

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The Conspiracy To Put You Out Of Business and How You Can Help Your Agents Win The Commission Game

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The federal government, banks, third-party real estate service providers, consumer groups and the financial press have one thing in common – they'd all like to see Realtors get out of the real estate business. The easiest way to do that is to systematically destroy Realtors' organizations – associations, franchises and MLSs.

They say it's to better serve the consumer, but there's evidence that it's really all about their own gains.

Five areas of the federal government are interfering with the real estate industry, egged on by banks and third-party service providers. To get permission for the land grab to come – taking real estate away from state oversight to federal oversight, they have to demonize Realtors.

That's where consumer groups and the financial press comes in. Consumer groups add their voices of complaint, and the result is that every real estate news story in major media for the last five years has been negative toward real estate agents, their commissions, and NAR's efforts to let its members practice as they see fit, in accordance with the law.

Association executives, brokers and agents need to understand the trickle-down effect from the highest government agencies to dealing with sellers and buyers at the kitchen-table level, and what they can do to help their members thrive and survive.

This presentation puts all the pieces of the conspiracy together so that you understand what's happening and why, and more importantly, so you can evolve strategies to fight back as an association and strengthen your broker and agent members to fight back, too.

Fighting back includes learning to understand what your broker and agent members are really up against by learning the pressures they're under, examining your own value as an association, resolving to bring more member benefit to brokers, being willing to bring more information and recon to all members, culling bad apples from your barrel, reversing wrong-headed policies, and using new techniques to tell the Realtor story.

Competition

Agent Commissions

The Five Groups Pressuring Commissions – Banks, Federal government, third-party service providers, consumer groups, and the financial press

How the Internet changed the brokerage industry

The open door to competition: MLSs, breakdown of standards, training, agency, referral fees, rebates, ancillary services and Internet advertising

Demonize Realtors, no more NAR, no more Associations

Fight back: media, standards, training, lead generation, address complaints, bring back agency, make timely data available, hire strategists, help members outline services, empower brokers with "officers' clubs" that address their needs

