



# THRIVING BY EMBRACING CHANGE



## MATTHEW RATHBUN

CRS, GRI, ABR, AHWD, EPRO, CDEI, CRB, CRS,  
CIPS, CRETS, GREEN, PSA, MRP, RSPS, RENE,  
SFR, SRS, C2EX

[matthewrathbun.com](http://matthewrathbun.com)

## ABOUT THE SPEAKER

---

Matthew Rathbun has traveled across the US and abroad bringing the latest information about trends, techniques, and tools to real estate agents looking to upgrade their careers. With a unique blend of geekiness, humor and in-depth knowledge of the practice of real estate Matthew makes agents think differently about the world.

Matthew is a self-proclaimed 'worst- student ever, and during each class, he puts himself in the learner's seat and brings a unique spin to how agents can increase their business and serve their clients at a higher level.

Matthew is a licensed broker in Virginia, Maryland, and the District of Columbia and Exec. Vice President of Coldwell Banker Elite, coaching and developing over 300+ agents and staff. Matthew has served in various capacities in the REALTOR® Association.

### Notable Recognition

- REBI National Distinguished Educator Of The Year
- CRS National Instructor of the Year
- Virginia Association of Realtors - Instructor of the Year
- RISMedia Newsmaker – Influencer
- Virginia Realtors Graduate - Leadership Academy
- Fredericksburg Assoc. of Realtors – Realtor of the Year
- Fredericksburg Assoc. of Realtors – President's Award
- Fredericksburg Assoc. of Realtors – Code of Ethics Award
- Fredericksburg Assoc. of Realtors – Rookie of the Year
- Fredericksburg Assoc. of Realtors – Honor "Role"
- Coldwell Banker Recruiter Award – Virginia

---

[MATTHEWRATHBUN.COM](http://MATTHEWRATHBUN.COM)



*Matthew Rathbun*



  
**thriving**  
by embracing change

*Matthew Rathbun*

---

---

---

---

---

---


---

---

---

---

#Broker  
#Geek  
#Troublemaker  
#Storyteller  
#Fellowlearner



matthewrathbun.com

---

---

---

---

---

---


---

---

---

---

**what has  
changed  
for you  
recently?**



---

---

---

---

---

---

---

---

---

---

**change isn't an event.  
its a state of being**

---

---

---

---

---

---

---

---

**the impact  
of change on  
knowledge  
workers**



---

---

---

---

---

---

---

---

**industry evolutions**



**immediacy  
of access  
to data and  
agents**



**consumers  
are not  
shopping  
with agents**



**data is no  
longer  
controlled  
by brokers**



**changes in  
norms and  
practices**



**regulations  
and court  
actions**

---

---

---

---

---

---

---

---



## evolution of technology and consumerism

---

---

---

---

---

---

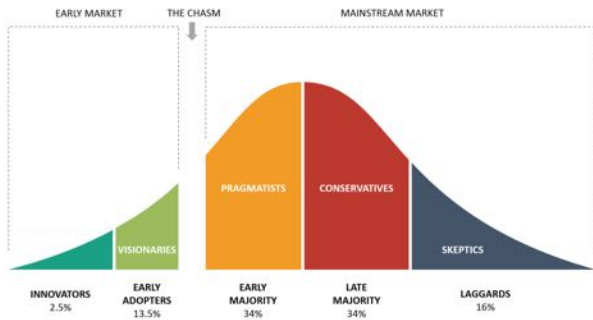
---

---

---

---

## law of diffusion



---

---

---

---

---

---

---

---

---

---

**you cannot just manage  
change...  
you have to embrace it**

---

---

---

---

---

---

---

---

---

---





---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

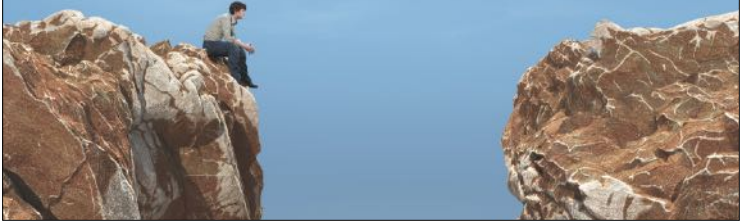
---

---

---

---

**the chasm widens with neglect**



---

---

---

---

---

---

---

---

---

---

**change is easier to  
embrace when you're  
controlling the existing  
chaos**

---

---

---

---

---

---

---

---

---

---



**reticular  
activating  
system**

---

---

---

---

---

---

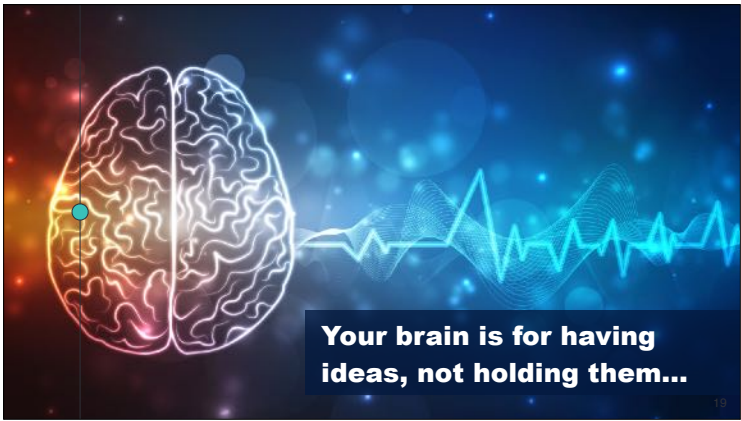
---

---

---

---





**Your brain is for having ideas, not holding them...**

---

---

---

---

---

---

---

---

**7 Practices to Embrace**

- **Disciplined Life**
- **Paperless Practices**
- **Focused Effort**
- **Stop Chasing Little Red Dots**

---

---

---

---

---

---

---

---

**7 Practices to Embrace**

- **Demand More of Others**
- **Use The Right Partners**
- **Be Realistic**

---

---

---

---

---

---

---

---

**anticipating change  
reduces the victimization  
of it**

---

---

---

---

---

---

---

---

---

---



**store.realtor**

---

---

---

---

---

---

---

---

---

---



**dangerreport.com**

---

---

---

---

---

---

---

---

---

---



[inman.com](https://www.inman.com)

---

---

---

---

---

---

---

---

---

---



[magazine.realtor](https://www.magazine.realtor)

---

---

---

---

---

---

---

---

---

---



[nar.realtor/research-and-statistics](https://www.nar.realtor/research-and-statistics)

---

---

---

---

---

---

---

---

---

---



[answerthepublic.com](https://www.answerthepublic.com)

---

---

---

---

---

---

---

---



**we need a plan**

---

---

---

---

---

---

---

---

<b>change adoption plan</b>			
<b>PHASE I</b> <b>ID The</b> <b>“PROBLEM”</b>	<b>PHASE II</b> <b>IDENTIFY</b> <b>STAKEHOLDERS</b>	<b>PHASE III</b> <b>RESEARCH</b> <b>SOLUTIONS</b>	<b>PHASE IV</b> <b>DEVELOP</b> <b>SOLUTIONS</b>
<b>PHASE V</b> <b>CREATE</b> <b>TIMELINES</b>	<b>PHASE VI</b> <b>SET</b> <b>GOALS</b>	<b>PHASE VII</b> <b>COMMUNICATION</b> <b>PLAN</b>	<b>PHASE VIII</b> <b>DEPLOY</b> <b>SOLUTION</b>

---

---

---

---

---

---

---

---

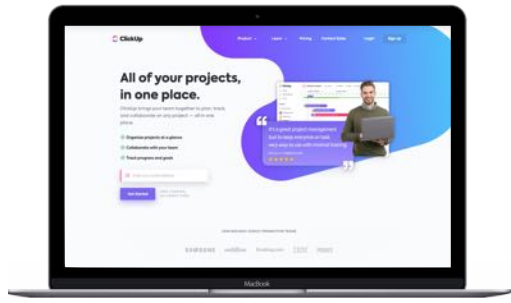
## model concept

**sellers are no longer required to pay commission to gain access to mls**

<b>PHASE I</b> <b>ID The</b> <b>“PROBLEM”</b>	<b>PHASE II</b> <b>IDENTIFY</b> <b>STAKEHOLDERS</b>	<b>PHASE III</b> <b>RESEARCH</b> <b>SOLUTIONS</b>	<b>PHASE IV</b> <b>DEVELOP</b> <b>SOLUTIONS</b>
<b>PHASE V</b> <b>CREATE</b> <b>TIMELINES</b>	<b>PHASE VI</b> <b>SET</b> <b>GOALS</b>	<b>PHASE VII</b> <b>COMMUNICATION</b> <b>PLAN</b>	<b>PHASE VIII</b> <b>DEPLOY</b> <b>SOLUTION</b>



**the virtue of  
a business  
model built  
on  
adaptability**



[clickup.com](https://clickup.com)

---

---

---

---

---

---

---

---

---

---

**breathe... breathe...  
take it one new tool  
and technique at a time**

35

---

---

---

---

---

---

---

---

---

---

**THANK YOU!**

QUESTIONS  
AND  
ANSWERS



[matthewrathbun.com](https://matthewrathbun.com)

540.455.3350

 /mattrathbun

 /matthew\_rathbun

 @mattrathbun

---

---

---

---

---

---

---

---

---

---