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
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

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thrive by embracing change

what has changed for you recently?

#Broker
#Geek
#Troublemaker
#Storyteller
#Fellowlearner

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change isn’t an event. it’s 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 dorms and practices
- regulations and court actions
evolution of technology and consumerism

law of diffusion

you cannot just manage change... you have to embrace it
Case Study

The Copy of a Check

where are you now?
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

- Demand More of Others
- Use The Right Partners
- Be Realistic
anticipating change reduces the victimization of it
we need a plan

change adoption plan

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

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the virtue of a business model built on adaptability
breathe... breathe...
take it one new tool and technique at a time