Speaker 1 ([00:00](https://www.rev.com/transcript-editor/shared/pGRNYFvItmP1LsmjrcqOWHCu4mmffyplbzqwm-ky9UlNv9-GqSq2sYO0K5Zp6uDW1X9OEDutQ2q1rhjMPXHRQyAROhk?loadFrom=DocumentDeeplink&ts=0.21)):

You're tuning in to Drive With NAR, the Safety Series powered by REALTOR® Magazine. In partnership with the REALTOR® Safety Program, hear harrowing stories from real estate professionals who have faced danger in the field and expert advice on how to work safely. Get more safety tips at nar.realtor/safety negotiations. Lie at the heart of what real estate professionals do at the negotiating table. You can influence the real estate transaction in your client's favor but lose your leverage and your client may miss out on the best sales terms for them. What tools can real estate professionals use to protect their client's leverage when it's at risk? Today, we explore this topic with Matthew Rathbun, a broker with Coldwell Banker Elite in Fredericksburg, Virginia, and Amy Steele, an agent with JPAR Real Estate in Grapevine, Texas. Welcome.

Speaker 2 ([00:50](https://www.rev.com/transcript-editor/shared/g4NXBDO30Q2bxQnXIUI1hU4lyCdoLlM1U9_uL9AifxwQK1FXd_wzSagbS2DnT-tG7-Sr6an5hvb0nO0AGyLgPCD5jR4?loadFrom=DocumentDeeplink&ts=50.19)):

Thank you so much, Tracey.

Speaker 3 ([00:51](https://www.rev.com/transcript-editor/shared/Ia4yas3eFWQA1jzKL6S20vxTSW2k2pzB_hNbc53dmygtdeL6y___o9Cr5If6L3-h80y2xmRuOJcQWp1vlRyxpjgNCaE?loadFrom=DocumentDeeplink&ts=51.51)):

Hey, Tracey. Thanks for having us.

Speaker 1 ([00:53](https://www.rev.com/transcript-editor/shared/8rBLnX80AwuQqByenjuLo_Ikij4q2OJ8rMM-bezwGK0HacvpkrNlCFZ2ukcmIiNioZ5te_T4_aTu2LrSHwfoXXaiDvI?loadFrom=DocumentDeeplink&ts=53.28)):

Wonderful. Matthew, we're going to start with you. Let's start by explaining the safety piece of this. Why is it important to protect the client's negotiation leverage and also talk a little bit about what happens if the agent doesn't protect it.

Speaker 3 ([01:07](https://www.rev.com/transcript-editor/shared/laGBn_w0xk-hMpnl3cMYSFsJzeNmUxuY1px7jmMriyNvsTMsBvPt0TgIRW_DeGTc6M7UcbN-M2lgWptPNG2sDBR0s9U?loadFrom=DocumentDeeplink&ts=67.65)):

Yeah, I love this topic of negotiations. I'm an RE instructor and as a broker, working with agents as an agent, working with clients as an agent, working with other agents. Over the years, I've just seen a lot of failure in the negotiations process to actually protect the client's interest in the spirit of efficiency over time. We've gotten, I guess less human in this process now, text and emails. The clients may talk to us a few times about the transaction or the other agent is sending off an email that we get a couple hours later and it's very asynchronous and a lot can be lost there. A lot of the ability to communicate is from body language and voice tone and trust being built and trust is a very important thing for us to win from the client that they don't give it easily, especially nowadays, it's harder to get trust and I feel like we have every duty to respect that trust and in that trust means keeping them safe, whether it's during the showing process or the coaching process before they get ready to sell their home or getting ready to go look at homes and buy.

([02:17](https://www.rev.com/transcript-editor/shared/N14iAdFhq-M8imdGF5nlHqi1LhW5X2QAtl-hViJYXjOZG1GoNdl-W9tNi4ErQgJML2fheEUa162AzDym-10VPchd-rw?loadFrom=DocumentDeeplink&ts=137.4)):

There's just a lot of stuff we could do, so there's no boogeyman out there in every single transaction, but there are a few that I think agents really need to be cognizant of what you say to the beginning of the first encounter with the consumer until even after closing. Some of the comments we see online from agents will harm their clients even when they don't think it will early on, and the failure to keep things confidential I think is one of the biggest root issues of all of this. That and the failure to prepare our client for things that could hurt them, that could hurt them in their negotiations, could maybe be a physical or a financial damage to them somewhere down the road. There's a lot to unpack in keeping people safe in negotiations, and I'm glad we're having this conversation.

Speaker 1 ([03:01](https://www.rev.com/transcript-editor/shared/uy90mRHkJLRolFGjUZn5sGoxsrilpGVZK6uBIyNz9wn0cs6CFD0EetFsEXQnDfJoCZNDtfqnTWbsiA6R9hwnu8zeRts?loadFrom=DocumentDeeplink&ts=181.81)):

Right, and I'd like that you mentioned the human aspect because we're in a digital age. You mentioned AI text messages, we have smart homes, smartphones, and we're going to talk about that a little later. And Amy, let's talk a little bit about scenarios. What are some scenarios that real estate professionals need to be aware of that could risk their client's negotiation? And I know you have one that you're really wanting to talk about.

Speaker 2 ([03:23](https://www.rev.com/transcript-editor/shared/GEREma8gDm8X487wnHqGMNaesCXHtx6n3_LVGx5FMxDhD8qBxABWEZNACGthfSul7uFsoDcM6Pz7gOvlyrkvNd1EZhI?loadFrom=DocumentDeeplink&ts=203.65)):

I just went into a house a couple of weekends ago and there was something sitting up high in the living room and it looked like a camera to me, so I told my clients, I was like, okay, just be careful what you say when we're walking through here just in case this happens to be the one. We don't want to lose our negotiation position because we're oversharing or we're getting really excited, like, oh my gosh, we could put the furniture here. We can have our kid in this bedroom there. You just never know when somebody's listening. So you just want to make sure that your clients understand that they could be recorded either audio or visual. Here in Texas, in the North Texas Real Estate Information System or MLS, there is a spot where an agent can disclose if there are listening recording devices and also cameras.

([04:13](https://www.rev.com/transcript-editor/shared/9xyzmiKASf50Dav--kGGIOhZ9RmEowovMv1tNaNs8ifi9Wlddn6W6AmZgdfKmj1koepl2q8ccKp6pPuommNnPC_5uGY?loadFrom=DocumentDeeplink&ts=253.51)):

Do they always just close? Maybe, maybe not. And even if they say none, it could be the agent just didn't get that information put in. A lot of people skip and try and do the MLS input as quickly as possible. It's a long process. So I always tell my clients before going in just to make sure that you are acting as if we are being watched by the seller at this present moment in time. Another thing too, which we kind of have gotten away from here in Texas, is doing the love letters. So love letters could hurt a buyer's position in that they are either oversharing their own personal information with sellers that could lead them to maybe Google the people, do a search on Facebook or other social media and find out things about the buyers that they may use to either accept or reject or negatively counter your buyer clients by using that information.

Speaker 1 ([05:14](https://www.rev.com/transcript-editor/shared/4jYcFUkKyZjUFU91rKX8sYg64LJCidIeAS38mKb6BIT4isZLyDZzdeuB7T-xHxtT1j0GgyGw_p54Zksgin0qLxEOQK8?loadFrom=DocumentDeeplink&ts=314.89)):

That's a lot of good information and I would say the biggest warning there is to make sure that you definitely keep fair housing considerations and in place because that can get you in trouble. And then finally, thank you for mentioning that the MLS does have fields where you can put that kind of information if there is a camera. We did a whole podcast on MLS safety fields, so I'd love for people to take a look at that. But that's the place for listing agents to show your value and basically put if there is any kind of camera or listening devices. And along those lines, do they only need to worry about the camera if they're inside or front porch or what other situation might a camera catch them off guard?

Speaker 2 ([05:57](https://www.rev.com/transcript-editor/shared/cth7OsBHBvnN4LxtUK9jDo-0gKsovGJv8HRKQi8AcVnoeZJSxpWdlMonPI-DUH4Anu5r5OwEp9Eyf9PA0-ex9vci3Rw?loadFrom=DocumentDeeplink&ts=357.86)):

We found one that was a trail camera and it was on a tree and we walked up because there was a carport, walked up to the front door, went inside, did our showing, walked back out and we were standing outside just talking because we didn't see any cameras in the front again, we should have assumed that there was something somewhere. And I look over into the distance and there's a trail cam attached to a tree, and I don't know if those are live feeds. I'm sure they are. I don't have trail cams, so I'm like, okay, wait, pause, stop. We need to stop talking right now. We're going to get in the car and start talking about this instead as we drive off.

Speaker 1 ([06:34](https://www.rev.com/transcript-editor/shared/i9hGhYtMwrgGgaYsjU-IKjqP05RLur5nNMsWv8R_0zoQKhFfMz_u9x9chZ5Bh0So5kSKqSl57yXPQQwptLHlKD1o5UA?loadFrom=DocumentDeeplink&ts=394.01)):

So bottom line, agents should assume there's a camera at all times when they're at the property inside or outside, right?

Speaker 2 ([06:40](https://www.rev.com/transcript-editor/shared/h4_q4C2WRQsiEUBd6htCVFEw2towVZwd7KjUfEDEq3QSbQ9xfVQfEPAeD9klgkkuM8j0NWBHoIiPauHkF-4_G2R-ogY?loadFrom=DocumentDeeplink&ts=400.73)):

Yes.

Speaker 1 ([06:41](https://www.rev.com/transcript-editor/shared/BKTb6bFCQVzLIqn2IEXyb3rhDNow-XnNkrfJphQk0HC6QapPwS4cvF-EaLSFGJvkCRygCnhq3bw6j7TFXDwIY6Od-R0?loadFrom=DocumentDeeplink&ts=401.45)):

Right. Okay, Matthew, let's talk a little bit about another scenario. Let's talk about social media. What kind of content on social media can put a negotiation at risk?

Speaker 3 ([06:54](https://www.rev.com/transcript-editor/shared/HzsFfSdv0tlyc0CGCv6Nx4icScTb_DqmmcVjYC4SlmHeS7hcVQZWLpufhw1e7nfx43wfxcWXiSIxCzoSOqbk6EhaaAE?loadFrom=DocumentDeeplink&ts=414.05)):

That's such a deep thing. The social media part is the same thing, coaching my sellers upfront. My job is to coach you on preparing your house, your family, and your financial interests, not the buyer agents. And in that we're also going to talk about what you say online, what you do online, what information is available to you through social media If you are a listing agent or a buyer, buyer goes and shares their thoughts on a home on social media because they're super excited about it or they're making fun of a house today, they saw the house that didn't like it and then they saw the other three units on their list and went that first one wasn't as bad as maybe the ones that we've seen. Let's go back to that first one. And by then, the seller has likely, as soon as they've gotten an offer from you, they're likely to have Googled you, and so they're going to find out whether or not your job's at risk.

([07:41](https://www.rev.com/transcript-editor/shared/sLYumroDFsW-tTHdnVyPNkkfNmBZ4SXZXg6KGa5PkfPYC2N0JA999El31tqwRpkGPp4aRZY8yEqZOql-V538zi3_pVY?loadFrom=DocumentDeeplink&ts=461.9)):

A question that people are asking is recording this. There's a lot of federal layoffs, listing agents and sellers are asking buyer agents, does your buyer work for the federal government? Are they susceptible to a layoff? And so sellers are very, especially when they have multiple offers or even one, they're just naturally suspicious and most people are going to go to Google or social media to look 'em up anyways, and if that seller or buyer has shared too much of their personal information, they could be harming themselves. And so we coach our sellers of Myers take that stuff down talking about how hard your life is now that your spouse has left you, that your divorce is rough, that you're fighting over kids. That kind of stuff could harm you in the negotiation. NAR offers. One of my favorite tools is the Realtors Property Resource®. It's phenomenal, and you can go there and look up the public records to see has there a pending foreclosure, has the title changed hands, has one partner given it to the other, and you can build a little bit of a story just from that data there. And so this information is there and I think a good agent, a sophisticated negotiator, is going to have prepared their clients for all of these things and had hard conversations, not just about the property, but about what they're posting online, what they have posted online that could give up some of their negotiations or just so they're not taken advantage of.

Speaker 1 ([08:59](https://www.rev.com/transcript-editor/shared/ULUz-QQBm5mmIDRN-eDDI2VuUVsQpNxLW4TWdVUJZOfWurZ_3-rp953J-YZ1yLoQHcYNYglrjGeFT2jenZuHCVqwM8c?loadFrom=DocumentDeeplink&ts=539.46)):

Right. And you said RPR, so that's role to our property resource, correct?

Speaker 3 ([09:03](https://www.rev.com/transcript-editor/shared/XEivdsfVY3skVztxEdlq9n8vq45NzONnLLkT9dLNIkTeo3OTa4qePjBJYkXMM-WRy_4xL8S66Ce3CruebBYUoSRcjs0?loadFrom=DocumentDeeplink&ts=543.21)):

It is, yep.

Speaker 1 ([09:04](https://www.rev.com/transcript-editor/shared/j-V9G9qLlcjLC4Q8h0_bXd19u5dtvj12w_8x27chVsQkBNJMvTAc4suDGR98NilAR4fYf3SdEWKah8LooNYcOuqmhJU?loadFrom=DocumentDeeplink&ts=544.05)):

Got it. Thank you for sharing that. Now, Matthew, you said a couple of things. You said when you have a counseling session, and that sounds like with the buyers and the sellers and the listing during the listing appointment that you're talking to them about what to expect during the transaction, and I think that is a great way for agents to show their value. One thing when I talk to agents about social media is during that seller listing presentation, when you're sitting down and you're saying, I know you have teenagers or I know you're on social media, be careful what you said to your point, so if they're stressing over, Hey, we no longer have water up to our ankles in the basement, thank goodness that that could hurt them. But on the other side, the safety and security side, what if they're the ones who's showing all of their expensive electronics, their designer handbags and their fancy new car? What if the buyer's thinking they have a lot of money, they can afford to take a loss on this house, so we'll offer low. So definitely pay attention what your clients put on social media, and that's a conversation to have. So Amy, let's say the negotiation is emotional or stressful. Let's say that conversation gets a little heated. What can you do as an agent to erase the tension, maybe deescalate a little bit while you still work to protect your client?

Speaker 2 ([10:18](https://www.rev.com/transcript-editor/shared/jbs4hsgzXG4GN0LuwE9wef51SMtKruCGvSWG-9BclyFLZ1wTzgVdbZe8G6IckyLmAdtXlzdoR4SxlY7fxRUcUwy87W8?loadFrom=DocumentDeeplink&ts=618.57)):

So everybody, first of all, would just need to take a step back. At that point, I usually will pick up the phone because mostly negotiations nowadays are taking place via email, which is its own set of risks of course, or text messages. So pick up the phone and make a phone call and try and allay their fears. Just talk to them. You are the professional, you are the agent that hopefully has the negotiation skills to be able to handle your clients, but just you need to remind them, Hey, this is not personal. This is a house that's being bought. It might be personal to your clients because it was their home. Maybe they do have a situation where they're getting divorced or something's happening in their family life and this is going to be something that they are extremely emotional about. You need to try and remember that you stay right in the middle. You are going to be the sea of calm around their maelstrom of whatever they might have going on in their life. They're asking for you to fix something. It's not that big of a deal. Let's discuss this. Let's get costs for this. This isn't anything bad about the house, this isn't anything bad about you. Just let's maybe go out and have some coffee or go have some lunch and discuss this as friends, and then we will come back and answer the other side.

Speaker 1 ([11:44](https://www.rev.com/transcript-editor/shared/Yugrwt1uJnLiT9MBbhbyyI4v3a3Me4HGaDUAN_Eac07HUusIv8MrQu07pWpfISAF56Cx_kD3nD13UJu5WqLDjZi8ang?loadFrom=DocumentDeeplink&ts=704.91)):

Right? You mentioned deescalation tools, standing back and just taking a deep breath when we're at NAR next in Boston, we a whole podcast on deescalation and we had a panel of your fellow real estate agents talking about how they deescalate, so I'd love for our listeners to do some binge listening and to check out that episode as well. Now, Matthew, I know that you as an instructor, you talk a lot about AI and it's a tool that we want agents to use. I want them to use it, but there's also an element of crime where criminals can intercept the whole conversation. They can write phishing emails that are now perfectly grammatically correct. They can make phone calls in the voice of the actual person, share what your thoughts are about the human connection. That could help defeat criminals trying to use AI for nefarious purposes,

Speaker 3 ([12:38](https://www.rev.com/transcript-editor/shared/wI__VEBn3EAmO6rhWYMa4GcPv1i82rgTnhfjuVustV7HzjK61v69E8cR77CjnOe9OfCvDgtcmbltDGTiF6ssfMFsLjg?loadFrom=DocumentDeeplink&ts=758.47)):

Right? Everything has a consequence and artificial intelligence or any type of scam, it is such a powerful tool for good that of course there's going to be some nefarious use of it. People talk about deepfake all the time, which is this overused phrase, but videos really haven't gotten all that great that a person with common sense can't find the obvious flaws. There's also a little bit of holding back by some of these, the mainstream companies that give it that little bit of a hint of AI so that you can discern it a little bit. Audio is a little harder, but if you are investing in your client, if you are, when we're negotiating, and Amy said, pick up the phone call, I'm about use, use zoom call, take 'em to coffee, meet in person. Don't use text and email unless that's for quick things. It's not for the normal everyday things, and if you do that, they should know your voice and your character so well as to be able to easily identify when there's someone using, if they ever do use ai.

([13:44](https://www.rev.com/transcript-editor/shared/fOT-K1pov3_xebUDvG5PHw1WxLwHP2txmVetFDqcypZR0nvw1G2kXxwKJYQY-upycdj9BBj6szIB5gm3fs_gpP14Wsk?loadFrom=DocumentDeeplink&ts=824.95)):

And again, it's all about that coaching and consultation that you do with them. Like, Hey, look, I am never going to ask you to submit information on a non-secure portal. I'm only going to recommend settlement companies and mortgage companies that have an encrypted portal. Do you actually set them up for success in the beginning and to say, look, because of these known risks with wire fraud and all the rest, I am only using encrypted emails. I'm using the page email or the Office 365. You'll never see an email from me from a OL or from Hotmail or whatever these other free services are that are not secure encrypted, and I'm only going to recommend to you, dear seller or dear buyer, mortgage companies and settlement companies are use encrypted portals. I'm never going to ask you ever to send me copies of your bank statement or your title information.

([14:32](https://www.rev.com/transcript-editor/shared/KrbW8BGbugTk8fA1NE_4ZxEnhxy0raJNPXmKpNK_NhG62vDfYSjsVzT8TzM4ePo3saIS671jSUFHayJuwxF9CGc8ZqQ?loadFrom=DocumentDeeplink&ts=872.41)):

I will never personally send you wire instructions. Well, after the transaction's over, I'm never going to talk about you or your family or your transaction on social media, whereas maybe other agents do with the belief that for some reason no one can figure out who they're talking about, which is always a false premise, and it's always still a violation of confidentiality. What do, even when we think people won't catch us matters. And so this conversation about protecting their interest goes to protecting the data that they're going to be sharing in a live transaction to ensure it's there. I let my clients know I don't plug into airport wifis or coffee shops because I take your data very secure, and so I'm going to use the hotspot on my phone and pay a little extra month so I can connect from that. I want to protect their interest from beginning to end, and I want them to understand my voice. And if at any time you hear something that doesn't sound like my character, don't do it. Don't wire money anywhere. Don't sign anything that we didn't talk about first. I will never email you something without chatting with you. That's how we protect them from making bad digital mistakes that challenges their safety and security,

Speaker 1 ([15:42](https://www.rev.com/transcript-editor/shared/5kJShGMMFjGGGvJbPZSzAkTJGTEFjp-2atukU5nnOy84nSP0HXorOP-ntQ5X0FMqNwAoeiWEs9LlDI7aAtaiO314wsU?loadFrom=DocumentDeeplink&ts=942.68)):

And that's also how you show your value. And a lot of agents are thinking, oh gosh, that's extra work more to do, but it's what differentiates you from the other agents. You're showing them that you truly care about their safety, and that's a great way to get them to show up for that buyer agreement that they now have to sign. Let's take a brief pause to hear from our sponsor. As agents know, safety is the focus of our podcast, and a big proponent of safety in real estate is fore worn. They developed an app that provides instant identity verification and risk assessment of prospects with as little as an incoming phone number enabling safer engagements and smarter interactions. There are now hundreds of thousands of agents using for Worn, including over 500 associations and MLSs that provide forewarn to their members and subscribers, welcome Josh. Josh is the Vice President of Sales at forewarn. Let's start with a quick overview of how forewarn helps agents. Stay safe.

Speaker 4 ([16:40](https://www.rev.com/transcript-editor/shared/SAVKWJe4PfOpAFFBflXGaPkl4N3tY4_RyoJJIeFR0QgHABepIeRqxrC5TOp_-tJ3YRhX1SiFB0-3ogxjMWgZsevySCs?loadFrom=DocumentDeeplink&ts=1000.01)):

Thanks, Tracey. I'm happy to be here. Forwar was created with industries like real estate in mind, where the profession is dependent on personal interactions with the consumers in private settings like a personal residence. Often in-person engagements occur with zero or minimal verified knowledge of the other party. This is where for Warren comes in, agents can verify a prospect's identity along with public record information such as property ownership, liens and criminal records prior to face-to-face meetings, to better understand the potential risk and take steps to help protect their safety.

Speaker 1 ([17:12](https://www.rev.com/transcript-editor/shared/Pi726VRoSwKRelxEMF183WmMo6b6sKO5nJhTcbHWTv2bNTjr28ft8phTt5_ciK_80W6D5QalmCqDGhzhHf_GA08IIAo?loadFrom=DocumentDeeplink&ts=1032.92)):

Thanks, Josh. Can you tell us more about how Forwar can also protect an agent's business from fraud?

Speaker 4 ([17:18](https://www.rev.com/transcript-editor/shared/h7M_95Aaye4p43wSGs0GCs1MHmTGC93KMrJP3LMrrvsRybX6qOHkG1AgTzTzHrR07WwazZa83kXtGu9xVXVNuU4k0Dk?loadFrom=DocumentDeeplink&ts=1038.71)):

Sure. With so many scammers, impersonating sellers and trying to sell properties or land they don't own, it's even more important for agents to be vigilant and perform due diligence on all inquiries. Verifying a prospect's identity only takes seconds with forwar and the red flags become apparent in many instances. For example, a caller may use the seller's name and even have a fake ID to match, but looking further, you may notice they're calling from a number associated to someone else or the information they gave doesn't match associated records. Performing due diligence and asking questions to confirm identity can help agents mitigate risk and protect themselves from scams.

Speaker 1 ([17:57](https://www.rev.com/transcript-editor/shared/m7tTrKxl6aSh6gS0cL9YhILae1v-mjH4Pt8Eew4_gbo4BnnRos1ux2WRYeUavtaqmdcwWtqKBonOk6c8WzB5uWNLl50?loadFrom=DocumentDeeplink&ts=1077.39)):

Wow. Tell us how agents can sign up for forewarn.

Speaker 4 ([18:00](https://www.rev.com/transcript-editor/shared/kW7J6UdhFp8cuu8XBcq8zaFORmeyCGlZNuMfGpWFn31HYE0H3UnEAMNnY8fmrMEHINbLADbdtPGgHwbRg1OZOG6SbqU?loadFrom=DocumentDeeplink&ts=1080.75)):

You can go to our website for worn.com to sign up or request more information. You can also ask your association or MLS if they already offer forewarn is a benefit.

Speaker 1 ([18:10](https://www.rev.com/transcript-editor/shared/4GnmTNKBzWyP6kmDZncL4am0qFM3_rYWKFx-OCa2VPEu_NY13AFN5wYVhQWKFcDy2ranG-qXZLP0iFSptEhbeOMuwYA?loadFrom=DocumentDeeplink&ts=1090.74)):

Josh, thank you so much for sharing the safety resource. Welcome back to our conversation about safety and negotiations. Before we wrap up with your call to action, I want each of you to share some tools that your fellow real estate agents need to actually be using in order to strengthen their negotiation skills. Matthew, you already started with the RENE, so think of another one before I forget. I want to throw in that cybersecurity checklist, so definitely go to the website for that. And there are some articles I've written a couple about deepfakes and the whole transaction. Amy, what say, what tools do you recommend

Speaker 2 ([18:44](https://www.rev.com/transcript-editor/shared/LDW8bq0hUmFpQZa8mT9b93oojmbxSzfUOIuROxQwkazafw_r7KTjXyiwyEhgioh2XO3UlxsvtdTCtCrok_ArHSdqgLc?loadFrom=DocumentDeeplink&ts=1124.55)):

The Pricing Strategies Advisor? The PSA class, that one actually is a really good one to help with negotiation. Also, to help with pricing properties, which is kind of the first step in negotiations. You are going to need to justify why you priced your client's home at a certain level that you have, but then you're also going to need to justify it to the BUYER'SS agent and then to the appraiser. So it's all going to be negotiations at that, and if you are confident in what you are doing as far as the listing agent upfront with pricing your client's house, then everything else is going to be, not going to be an easy breezy, hopefully CoverGirl, but it's going to be a little bit easier if you have that confidence in yourself and your skills knowing that I priced this property right from the get go.

Speaker 1 ([19:36](https://www.rev.com/transcript-editor/shared/blkmoERNH9hjeyP-LmF8b_rOgRi_AxVawEvJwpD7oUGMi99mHrocb8jqE-OKlhnRfJkOaH4K5jrOnJC059XyNKLHMb8?loadFrom=DocumentDeeplink&ts=1176.12)):

That's a big help in negotiating. Matthew, could you think of another one?

Speaker 3 ([19:40](https://www.rev.com/transcript-editor/shared/FkxALBw-w_wgpMY64wOpGS7X-AcmxoeMcjWfkCU-XiCZeyNdu7VcQogu-iGq9aK9lO3uPtNEomrRXkoa8L4L2Umxi-E?loadFrom=DocumentDeeplink&ts=1180.23)):

Then? They are has a digital security like tips and hacks and things, and it's a lot of reading. I suggest to people to go take that, go put into Notebook, lm.google, which is an AI tool. They'll help you break it down, give you some action items so that you can make sure your own digital world is in order. Your own security features are all set up, especially if you're a broker. You got to have a policy. This is a great template to help you write your company policy. And if you are a broker, you should have already had an AI policy well before. Now, if you don't, you need one. And it's got to be updated routinely because these things come out and just new things all the time. I mentioned the NAR RPR couple of times, the NAR Remodeling Impact report, and it's an NAR report that talks about what buyer preferences are for homes and how important they think certain things are to help the seller really focus on what matters to the buyer, not maybe just what they think matters for them. I do recommend that agents look at, every year it comes out, the NAR profile home buyers and sellers, and you can get summaries of it on nar.realtor. And I say that because oftentimes we practice in a certain way that is comfortable with us not taking the time to realize the consumer has changed, and these updates we're getting from our state, local and national associations are helping guide us through a better protection for our consumers. But you've got to take the time to read.

Speaker 1 ([21:02](https://www.rev.com/transcript-editor/shared/YF2tNq71eQul8E2rol7heDYo3oKViYmwO0K73fLFPZotqhhbGm1ST5vIlVOZZiTjAuu2pjaytMiFVssJQv7TnI4XYHc?loadFrom=DocumentDeeplink&ts=1262.56)):

Final question. I need both of you to wrap up and tell us what your fellow agents need to do to keep negotiations safe and secure. We'll start with you, Amy. What are your marching orders?

Speaker 2 ([21:15](https://www.rev.com/transcript-editor/shared/9bYphL8I6COevayR24-bREG-GAAF-raBts6LVbQ3F1YUNZz4S2dalU_LJ7ObQ8MX6u3dLMp_2y0tk0slU0KdbtesTVY?loadFrom=DocumentDeeplink&ts=1275.34)):

Definitely education, I feel is the most important for agents. Educate yourself. Take the classes, take the CE. Don't just do the bare minimum to keep your license active. You are going to be a better agent. You're going to be better for your clients. You're going to only strengthen yourself as well as their positions when you're negotiating. Education is probably the biggest thing that I tell all of the new agents that I get in our brokerage. And then also just make sure you're being careful of what you're posting online. Somebody's going to see that and snapshot it, and it's there forever, even if you delete it and you just never know when something is going to hurt you or your clients that you've posted online.

Speaker 1 ([21:58](https://www.rev.com/transcript-editor/shared/uEy2b0hF3te3mg7T_FUt3ECuMY2htflxp-S3wyZ-aHQFM73kQpiITTGAixx8172hWFDm6dtmdpdWhezAg-jBPlmQ0-c?loadFrom=DocumentDeeplink&ts=1318.24)):

Got it. Thank you for that. Matthew, what's your call to action for your fellow agents regarding safety and negotiations?

Speaker 3 ([22:03](https://www.rev.com/transcript-editor/shared/2b4s1mncyV7VLxEIY8xP-_CqY-Hvyo3x1L_W1vuPrVsFTJyyhN9Z8S6tNHtchMT204FW2G7wXlI9LTl0bNFDA2VVdwk?loadFrom=DocumentDeeplink&ts=1323.52)):

I mean, Amy said it well, it's continued education. You'll never know everything you need to know about this industry ever, ever. And the longer you're in it, the more you tend to forget and become lax in these areas, which is why continued education the more important. So brokers should be providing forms and documents that ask the buyer, is this okay to give your feedback and get their consent? Brokers should have policies about how to handle smart cameras and devices in the home and how buyer agents should respond and what tools and resources they provide their thing. And for brokers to create the content to give directly to the consumer so their agents can focus on the human part of the process, and brokers can create resources and assets to keep everybody safe and keep the negotiation position strong and it also provide the education. I think those things are super important. Again, speaking to the broker side of it, and the last part of it is just use some common sense.

Speaker 1 ([22:55](https://www.rev.com/transcript-editor/shared/WlM63HNpot45wt6AAprISFNsGTbSrsfZlhaqUZvuNE5gtkNdogCQU3ncJQw7eKaOK5Brj8PihrGvGcCzkFgZPCtvEIM?loadFrom=DocumentDeeplink&ts=1375.6)):

What a wonderful conversation. Amy and Matthew, thank you both so much for joining us today. I hope this conversation shows our listeners that safety is a part of everything that you do. I want to thank you all for tuning in and everybody stay safe. Thank you for joining us on Drive With NAR, the Safety Series. New episodes drop every month at magazine.realtor/drive or wherever you get your podcast. NAR does not endorse any product and does not take a stance on any specific safety tool. Members are encouraged to use only those safety tools in which they're properly trained. Additionally, the views, opinions, and concepts described on this podcast are for informational purposes only and should not be construed as legal advice on any subject matter. We encourage listeners to consult with their own legal counsel, find more safety resources at nar.realtor/safety.