**Drive With NAR: The REALTOR® to REALTOR® Series**

**The Road to Accepting and Adapting to Change**

[00:00:00] MARKI LEMONS RYHAL: Things are changing in real estate. Mortgage rates are up, housing inventory is down, and the industry will soon adopt practice changes required by NAR's proposed settlement agreement. There is a lot going on, but we are all in this together. Your fellow real estate professionals are here for you. You're listening to a special episode of Drive with NAR.

The REALTOR to REALTOR series powered by REALTOR Magazine. Listen as real estate professionals discuss the facts about the NAR's settlement agreement and how to work with homebuyers and sellers to communicate their value. Find FAQs, videos, and tools to understand the settlement at facts. realtor and follow the latest news at magazine.

realtor. I'm Markie Lemons Rowell, and we all need to seek support throughout our careers. Whether it's from a broker, a mentor, a peer, or our families, there's nothing to fear when it comes to the settlement, but it does mean we have to work together, seek support, and adjust. I want you all to hear from two real estate professionals who have words of encouragement for everyone.

Who's having difficulty in this transitional time. Matt Clements is the CEO of the Clements Group at Keller Williams Realty in Laguna Niguel, California. He's also the founder of the Orange County Young Professionals Network. Welcome matt.

[00:01:38] MATT CLEMENTS (2): Thank you. Glad to be here.

[00:01:40] MARKI LEMONS RYHAL: Oh, we're elated to have you and wayne salmons is the empowerment coach and ceo Of the hero nation.

He's a former real estate broker and coach for keller williams realty international Thanks for being here wayne

[00:01:57] WAYNE SALMONS: I'm excited to be here.

[00:01:58] MARKI LEMONS RYHAL: Oh, we're excited to have you. Some agents and brokers are expressing complicated feelings about the settlement and what it means to their business. Can you talk about what you've been hearing in your areas, Matt?

[00:02:12] MATT CLEMENTS (2): Yeah, it's definitely a hot topic. It's not just with our members. It's with the community. The public, the public is asking questions. They really don't understand the dynamics of the settlement. In fact, in our local newspaper, the California Association of Realtors just took a full page ad to explain the value of the California Realtors.

And in the transition, what I see is, Agents and what they're experiencing and their general fear is of the unknown. I fully understand both sides and I fully understand that it's our job to go ahead and go above and beyond for our clients. And this is an opportunity more than a detriment to the agents.

And we have resources that can help all of our agents across the country. The Young Professionals Network is one of those. And it's a support group more than anything. They're going to help you. They're going to listen. A lot of them have been in the trenches a lot of brand new and you're going to find that diversity of people that are struggling and there are agents that are thriving and then a lot in between.

So the purpose of us here today is to help lead you through that process and to help you thrive.

[00:03:27] WAYNE SALMONS: I think we're seeing a lot of vague concerns and when something is vague and big, it can be really scary. So I think one of the big things we can do is help them get specific and there are specific things they need to work on, which I'm sure we'll talk about yet.

When you let it be vague and you kind of just let it get bigger and bigger and bigger in your mind, instead of getting, what am I specifically worried about? I think that's a big part of this is there's just a lot of big, vague, wide concern that's causing this feeling of almost like fatigue or frustration or anxiety.

[00:03:55] MARKI LEMONS RYHAL: You know what, in traveling, what I've come to realize, according to the Consumer Federation of America, there are 13 states that had already mandated, per their licensing rules and regulations, buyer agreements, so well before the N. A. R. settlement came about. With that being said, I am in one of the states that had not adopted those changes.

The other 37 states can adapt exactly how those other states have always done it. And some of these states have done it this way for decades. For me, it is always about concentrating on the solution and not on the problem. And I believe that we have solutions to navigate the changes. Acceptance is sometimes hard to do when is a change from what you've always known.

And I know all of us know something about that. I was born and raised in the hospitality business. This year, my family celebrates 70 years of being in business. But back in 1999, my father's sister, she sued me for the trademark rights to our family owned establishment. So right before my 30th birthday, I get.

Lawsuit papers, you know, and they were red and an envelope and I'm like, what is this? And I made the change to come into the world of real estate now. I was mad I mean mad for about two years and then I realized she did me a favor. She actually freed me to actually What would be the highest and best use of all of my education and real estate has been phenomenal, not only, uh, to me, but also in creating a legacy for my children.

And so when I tell people about change, I'm not telling them to do something I haven't had to do myself. I've had to do it. And it was with family and it was rough.

[00:05:52] WAYNE SALMONS: I think we're seeing a lot of people kind of getting stuck in resistance and resentment, right? You see this happen over the years, you know, one rule gets changed and there's some people that are still talking about it six months later.

And then there's some people that go, all right, here's the rule. What do we got to do? They learn it within 48 hours and they're off to the races. And if you really want to move forward, you know, I always think of those four things. I can't remember who came up with them in the beginning, but like forming, storming, norming, and performing, and whenever there's a You know, whenever something new happens, it kind of throws you into a form, right?

Whether it's somebody takes the seat, you usually sit out at church or there's a new regulation, you know what I mean? Or you go through a divorce, right? That new form throws you into a storm and here's what breaks our heart. We've all seen this happen. I remember years ago, I was teaching a class and this guy came up and he said, uh, man, I've just had it so tough.

I got divorced and I lost everything. Life's just been brutal, you know, on and on and on. It was like, man, it sounds terrible. When did this happen? And he's like, man, 1981. And I was like, I love you. Go watch frozen and let it go. Like, like we, like, I love you. We're still talking about it. It kind of broke your heart too.

Cause he's just stayed in the storm for all these years. But the only way to go from storming to norming and then performing is that acceptance piece you're talking about. And it's accepting what can I control? What can I not control? And then focusing on what you can control and what you do have move forward.

[00:07:08] MATT CLEMENTS: Failure is good. You either win or you learn. I was with a company for 13 years called Prudential and our owner was home services of America. That owner was Warren Buffett and we had a brand change and it freaked everybody out for about a year. And we'd lost half of our agents as a result. The other half that stayed thrived.

So it's usually the fear of the unknown. You gotta be around the best. You gotta be doing video. You have to practice your scripts. You have to learn and grow the habits that you built. That's the hard part. So it's three things. It's The habits you create, the attitude you carry, and then the skills that you bring to your clients.

[00:07:52] MARKI LEMONS RYHAL: So what we're talking about in moments of change, which may be stressful for some, the question is how do we deal with it? When I went through that lawsuit with my family, one of the things that I did was I completed the landmark form and it empowered me to accept things. So every day I pray for two things, mental clarity and physical clarity.

And they don't just happen. What we need to do is use our energy to create a plan of action. Right, Matt?

[00:08:25] MATT CLEMENTS (2): You do. It's the focus on what you can control. There's a few things you can control every day. You can control, do you work out in the morning? Do you work out period? You can control your attitude. You can control your habits.

You can create habits based on your activities. You can control your behavior. It takes discipline, and it takes positive mental affirmations. And when you train your mind, you get your mind right, your heart becomes right. And then that's the tool that you can pour into your clients, you can pour into your office.

You can pour into those people around you and that's the reflection of you inner inside that will reflect out getting your mind. Right is teachable. That's the good news. It is trainable. You can do it. Being in your head can be a scary place to be, but there is solutions. And when you train your mind and you live that training, you're going to be that nexus point for people that are struggling.

And there's no doubt people are struggling. I've struggled for years with anxiety. Awful. Terrible. What did I do? I went on the attack. I started surfing more and I made that a priority. What was it in my life that truly made me happy? Why am I doing this business in the first place? It's simply so I can surf and travel with my son and have more fun.

And do what I love to do. Yes, this business is a challenge, but you know what? So is pro surfing. I wasn't the best when I was in high school. Not even close. And then you put in the good work. And then the habits follow. And you put the right people around you. Just like in the brokerage I'm at. I have the right owner.

I have the right people. I have the right support. I have the right staff. My mind's right. I read the right books. I fill in my head with good stuff. And my car? is Automobile University. I don't listen to music. I listen to people like Zig Ziglar, Jim Rohn, Brian Tracy, Tony Robbins, people that helped me, that helped me grow, helped me become better.

And that's the beginning of that massive long term improvement for everybody, for all of our members.

[00:10:24] WAYNE SALMONS: I think there's two things that really go back to my key, like what you were saying. And I think first is this, it starts with like the decision, right? Like you've got to decide to understand this is probably not going to be the easiest year and that's okay, right?

It may not be the easiest year. And you know, what got you here is not going to get you where you want to go. I say this all the time. Like you didn't come this far to just come this far. And it's going to take all of us getting better, right? Like it's going to take everybody getting better. Cause like you said, this exposes, this is exposes your level of skill and your talent and your ability.

But, but here's what I think is the most important thing. You've got to acknowledge I'm better at this than I give myself credit for. Right? Like we are all amazing at time management the day before we go on vacation. Right. We're incredible that day, right? We've got lists and right. We're, we're amazing.

But it goes back to Marky, what you were saying, you've got to have some process and tools. And I think for so many agents. We have a bad day and we reach our tool bag and the only tool we pull out is hammer. Right. It's just like work harder, work harder, work harder. And like work hard has got us all really, really far, but work harder is not the only thing you got to have in your tool bag.

And so for so many of us, you were talking about this, Matt, what's the routine I go through? To get my head in the right place and to keep my head in the right place and not leaving that up to like how I feel or how I wake up. Like you're saying, you go through these things. If you get up and you read something positive and then you say your affirmations and then you, you know, you go, and I know that we've all heard this stuff and, and yet right now it is so true.

You may have not needed in the last two years. You need it now, right? You need every day. You've got to remind yourself who you are every day. You got to put something good in your brain, because if you don't put something good in your brain, the world's going to throw a bunch of stuff that you don't need.

If you don't remind yourself who you are every day, the world's going to try to tell you who you are. And it's probably not going to be to your advantage. And back to your point, Mark, like don't try to do it on your own, right? Like get some quality people around you that will give you a hug, a hand up, or a kick in the pants, depending on which one you need, or usually it's a mix of all three, right?

But like, don't wing it. Don't white knuckle it. Get clear on what you're going to do to keep yourself in the game.

[00:12:20] MARKI LEMONS RYHAL: One of the first things that I did was I went and earned the ABR, the Accredited Buyer's Representative. And as a result, my first full time year selling real estate, 2004, I was in the top 10 percent of real estate professionals in the city of Chicago, according to the Chicago Association of Realtors, and I did 12 million in volume.

The ABR. Right now is available for all of our members through the end of the year at no cost. What I'm recommending to every agent, whether new and or old, is to take that curriculum. What would you say to a newer agent who's unsure about the impact of the settlement practice changes on their business?

[00:13:11] WAYNE SALMONS: Here's what we're going to do. Let's get really clear and really simple. I need to get great at having a phone call and getting a buyer to come into my office. I need to get great at my buyer presentation. I need to get really confident in what the value is. I bring to table. If you don't know where your value is, get a piece of paper, start writing stuff down, right?

If you taught kindergarten for five years, if you can do that, you can do anything. Don't worry about what everybody else is bringing. What do you bring to the table and get clear on, on what you need to get skilled at and lean hard into those skills. Do a hundred hours of role play. Watch the videos, get great at the scripts, um, get great your presentation and realize that if you lead, they'll follow.

[00:13:48] MARKI LEMONS RYHAL: We need our agents and brokers to have a sense of empowerment, right? That's a mindset. That's not always easy.

[00:13:56] WAYNE SALMONS: How do you get there? Wayne? You don't need to do a thousand things. I think sometimes we have massive FOMO, right? We're like, what am I missing out on? Right. Well, you know, I got to do the blog and I got to do the YouTube and the Twitter and the thing, right?

And like, you don't need to do everything. Just like, I was like, choose two things and go do those really, really well. Get clear on your two things. Open houses, door knocking, calling your diabetes. It all works. If you work it, choose two things and get very, very clear and simple and consistent on those.

Don't worry about everything else. Cause I think we become comparing machines and we worry about what everybody else is doing and it steals our joy. The best thing you can do is get. Clear and simple, and then do things like you're talking about that renew your mind. So I would get clear and simple, right?

20 calls a day, 20 messages, 20 handwritten notes, whatever it is. Get clear and simple on those things and realize that this is the thing that you're gonna be really proud of down the road. And I think you gotta remind yourself who, and we thought it was the other day, remind who am I right? And I'm not, my number of transactions, I'm not all the stuff that I have, I am, I'm resourceful.

I'm powerful, I'm joyful. And then go back to, you know, what do I need to do every single day if I do get tilted? What's, what's my, what's my get untilted plan? How we all get tilted, right? I get told that 18 times some days, right? How many of us got tilted right in the last two hours? You know what I mean?

Somebody cancels a deal. So it falls apart. We get some news update, right? Like you're going to get tilted. And the goal is not to never get tilted. That's insane, right? Like that's the rainbows and butterflies. You're going to get tilted. The key is how do I get back up faster? And do I have a toolbox? Do I have a first aid kit in essence?

With multiple things. I can call a friend, I can read a book, I can meditate, I can go for a walk. I got multiple things to get myself back on it. So it's, it's, Hey, this used to tilt me or get me off track for days. And now today, or, or now, Hey, this used to mess me up for two days. Now, now I can recover in an hour.

Now I can recover in five minutes. Those are not innate talents. Those are skills you got to learn and develop over time.

[00:15:51] MATT CLEMENTS (2): You have to know who you are. You have to, I'm a dad. I'm a surfer. I'm an agent. I'm a soccer coach. I know who I am. And then you can lean into that. You know, I was on, on tour for six and a half years and I got to go to a place called Japan eight times to compete.

Beautiful country. You know what I learned? Fall seven times. Stand up eight. I had a really good friend in my office who I didn't want to talk to for eight months because he looked like me, he talked like me, he acted like me and he surfed. And he was from Laguna Beach in my hometown. And he for eight months was struggling.

He didn't have a deal. He didn't have a listing. He had no escrows, nothing. After one office meeting in the morning on that eighth and a half month, I noticed that he was defeated. And finally I, I heard myself saying, Ask him a question. Now's the time. Sometimes you don't want to talk to agents in your office because you're busy.

I get it. Sometimes people love to talk about the football games. Hey, I get it. I decided it was his time. So I pulled Philip. I go, hey, will you come in my office? He goes, sure. I asked him those three questions. How many listings do you have? Zero. How many active buyers are you working with? Zero. How many books have you read in the last?

Year. Zero. Okay. How much money have you added to your family's future in the last eight months? Zero. I go, okay, common denominator zero. What are you doing? Oh, you know, I'm sending out mailers. I'm knocking on doors. I'm doing all these habits. I go, yeah, that my grandpa did that too in the 70s and it worked really good that we're in a different world right now.

So, hey, kid, let me teach you a few things. Let me teach you these five habits that can get you there. One of the habits was I go, you get in the office at 740 in the morning, not 739, not 742, 740. And I will teach you this business and I guarantee. I will take you where you need to go. And I had a listing appointment about two months after that.

If I go, Philip, this is yours. It's in Laguna Beach. It's a block from the sand. Let's co list it. I want you to be on the front end. I'll teach you the back end. So, officially, he took the listing. With me as the co listing agent, I taught him everything. And he held it open. Million dollar listing, right? He held it open that weekend.

Represented the cash buyer. First deal. Double ended it. Two million dollar deal. Was he happy? Yeah. Did I change his life? Hundred percent. Did he become a great agent? So great that he left my company and got recruited. And is that okay? Hundred percent.

[00:18:24] MARKI LEMONS RYHAL: When we talk about empowerment, what I've been sharing lately in class is a photo of me nine months pregnant in March of 2007.

And then I also pull a picture from Friday, March the 13th, 2020. And now I'm putting up a slide from Friday, March the 15th, 2024, the day that the settlement proposal was announced. And that we re emerged HAPI in August of 2021. And I am going to have a slide where we will emerge HAPI as a result of implementing new, Strategies.

I want to thank everyone for tuning in. Thank you for joining us at Drive with N. A. R. The REALTOR to REALTOR series. Tune in every month to magazine. REALTOR forward slash drive or subscribe wherever you listen to your podcast. Find more tips to boost your business at magazine. REALTOR