

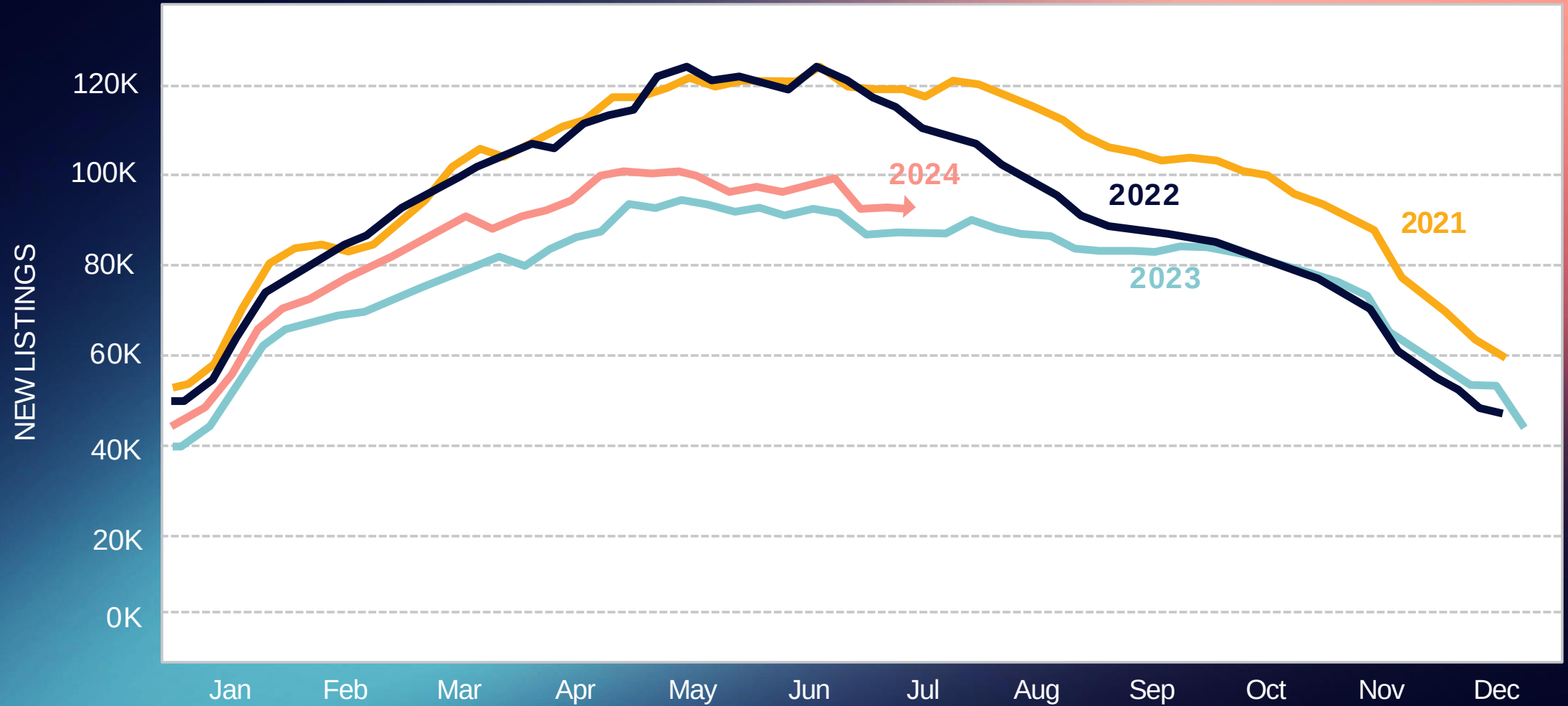
DO REAL ESTATE YOUR WAY

SHAUN MINNIE – BLOK

STATE OF THE MARKET

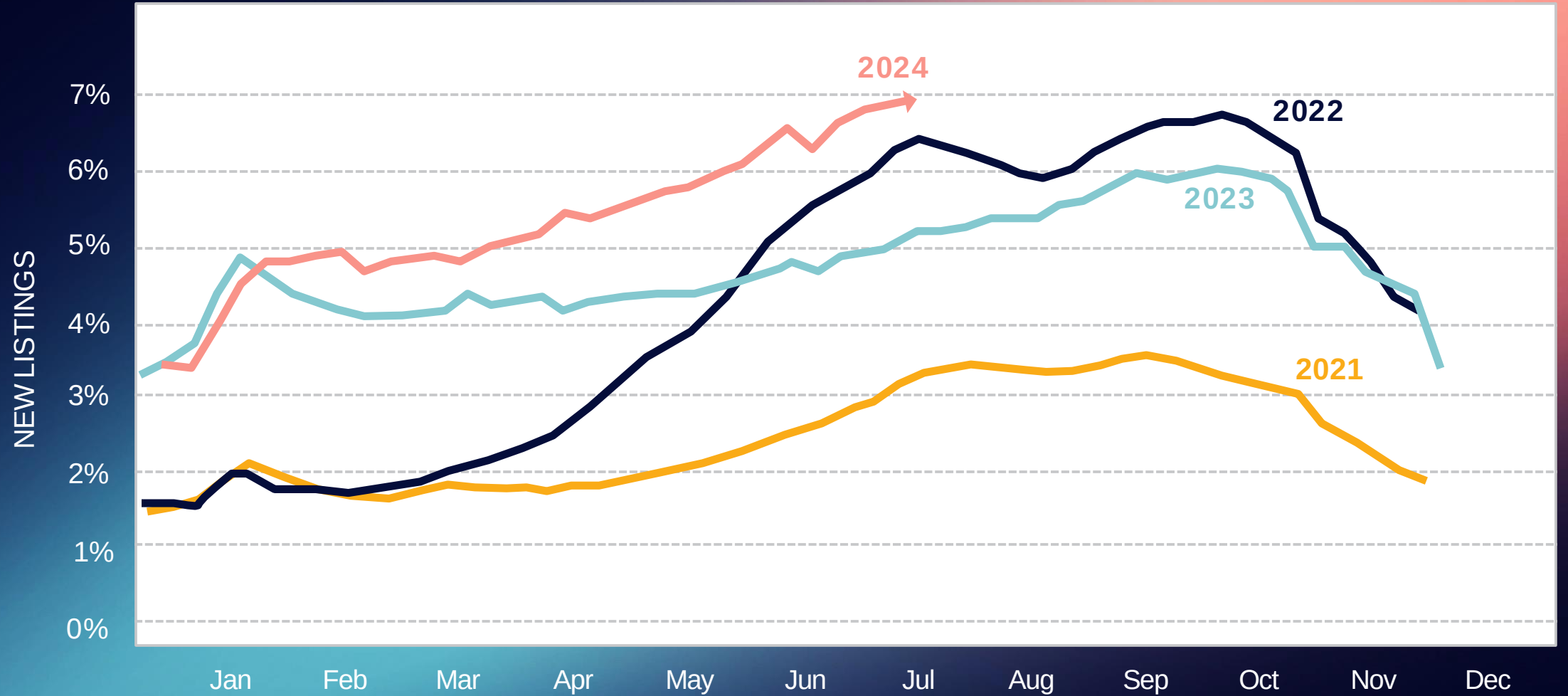
DO REAL ESTATE YOUR WAY

NEW LISTINGS NATIONALLY



SOURCE: REDFIN

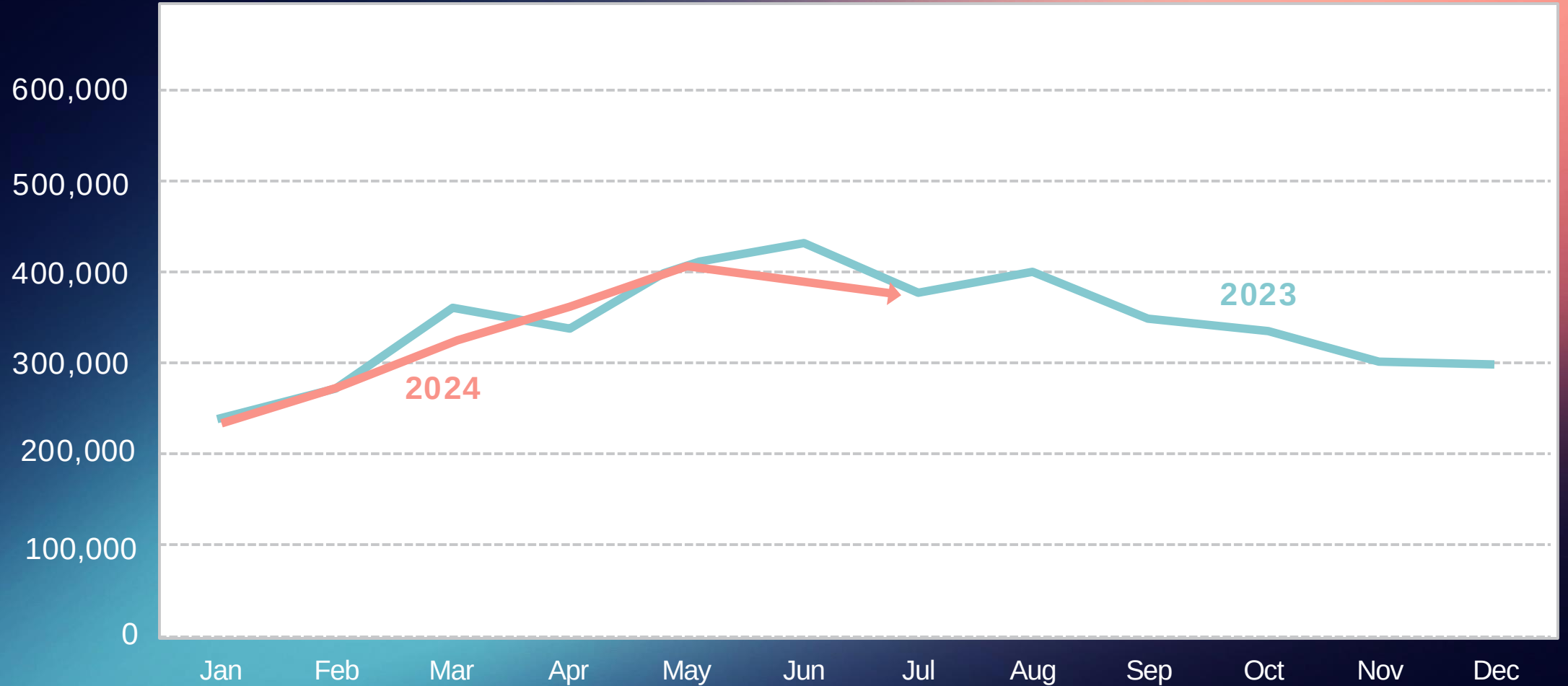
LISTINGS WITH PRICE DROPS



SOURCE: REDFIN'S DATA CENTER

DO REAL ESTATE YOUR WAY

EXISTING HOME SALES



SOURCE: NATIONAL ASSOCIATION OF REALTORS

DO REAL ESTATE YOUR WAY

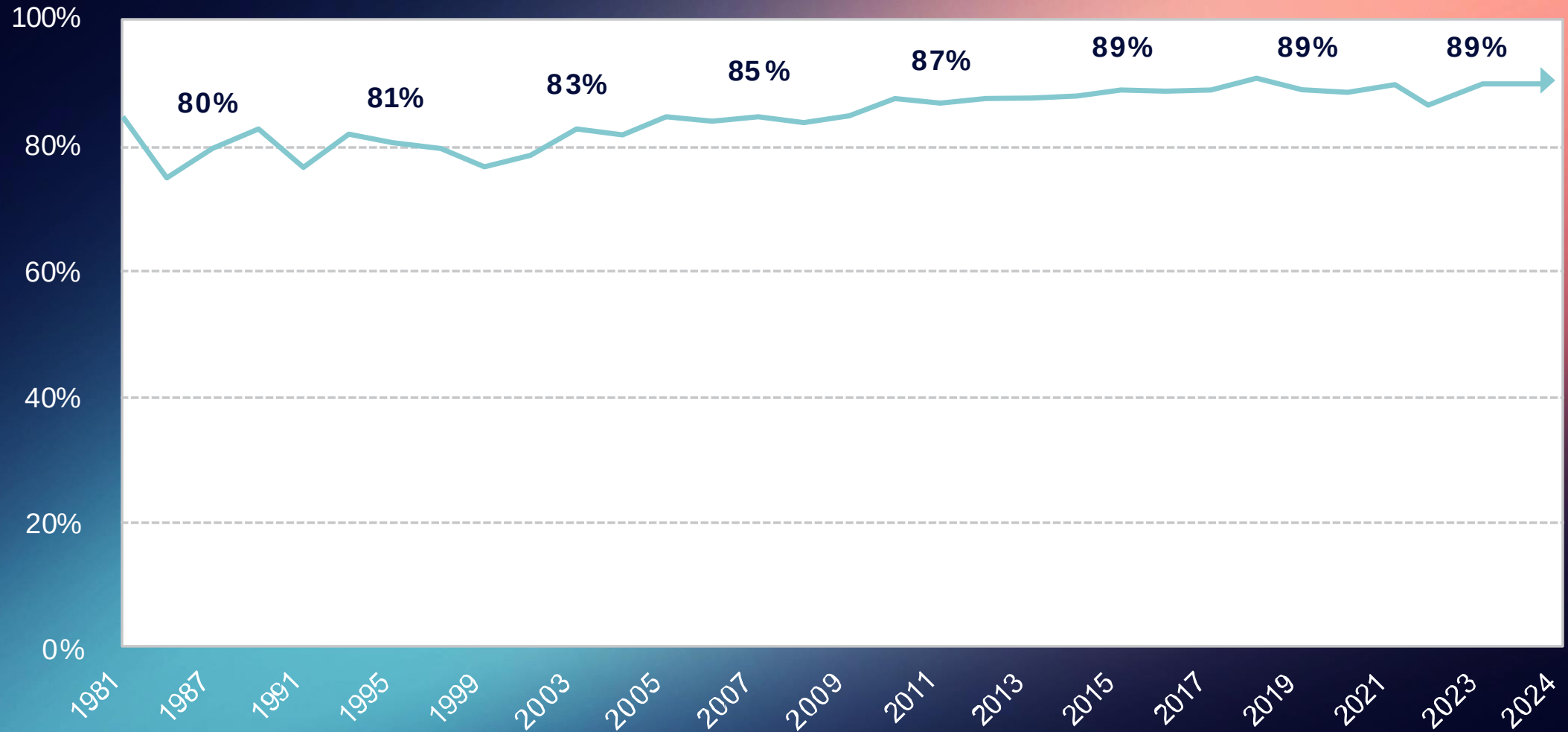
HOME SALES



SOURCE: BLOK ESTIMATES

DO REAL ESTATE YOUR WAY

SALES BY REAL ESTATE AGENTS





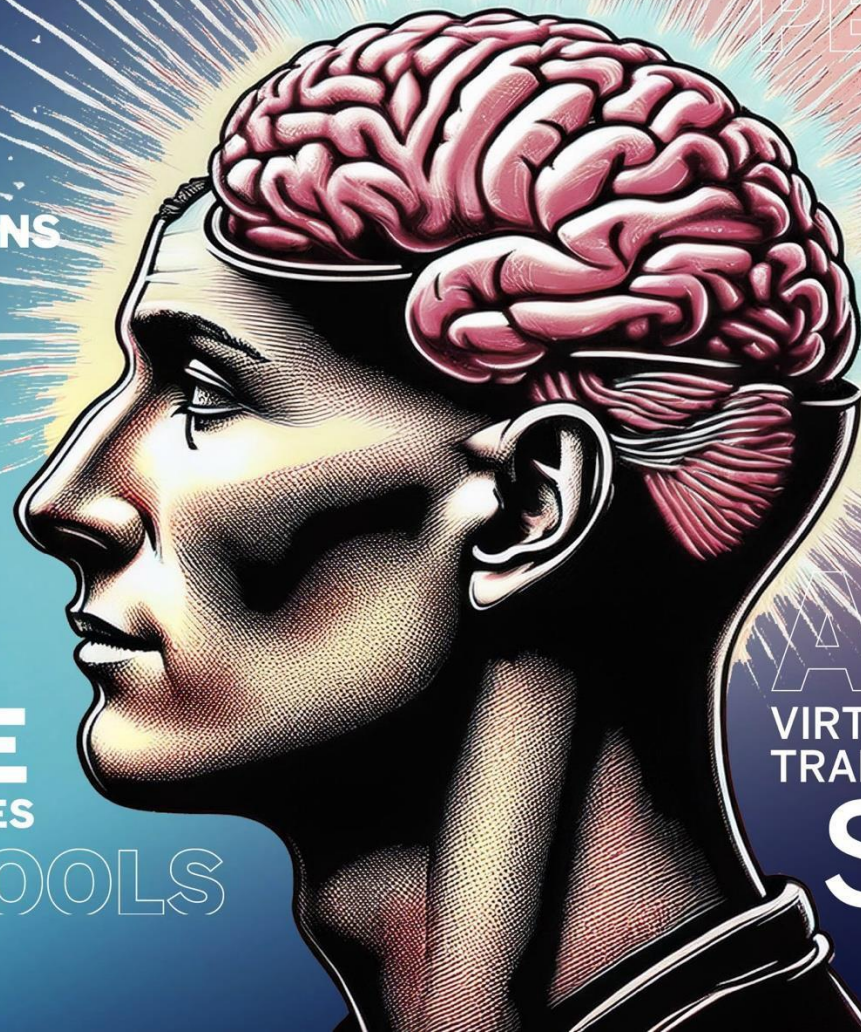
WHAT'S SHAPING 2025



DO REAL ESTATE YOUR WAY

REGULATIONS AI ECONOMIC VIRTUAL TRANSACTIONS
BLOCKCHAIN
LAWSUITS CONSUMER BEHAVIOUR
TRANSFORMATIONS
CHANGES IN CONSUMER BEHAVIOR
ECONOMIC
SHIFTS INDUSTRY REGULATIONS
AUTOMATION
BLOCKCHAIN AI
TRANSFORMATION
OPERATIONS
VIRTUAL TRANSACTIONS DIGITAL
EVOLUTION MARKETING
PERSONALIZED
SEAMLESS ROLES
EXPERIENCES
DATA-DRIVEN TOOLS

AI
SHIFTS
AUTOMATION
OPERATIONS
PERSONALIZED
INDUSTRY REGULATIONS
DIGITAL AI
MARKETING CONSUMER BEHAVIOUR
REGULATIONS
LAWSUITS
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CHANGES IN CONSUMER BEHAVIOR
AI
VIRTUAL TRANSACTIONS
AI
ROLE
EXPERIENCES
SEAMLESS



DO REAL ESTATE YOUR WAY

REGULATIONS
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DO REAL ESTATE YOUR WAY

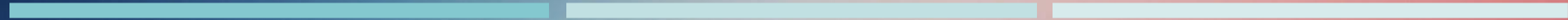


CHANGING CUSTOMER EXPECTATIONS



DO REAL ESTATE YOUR WAY

Did you find the help of an agent more valuable when selling or buying?



35%

More valuable
when selling

32%

More valuable
when buying

33%

About the same
level of value

SOURCE: 1000 WATT

DO REAL ESTATE YOUR WAY



76%

It is worth paying a real estate agent to help you buy a home because it is a big, complex purchase requiring the expert guidance of a professional.

24%

It really isn't necessary to hire a real estate agent to help you buy a home because all the homes for sale are online and you can just work with the agent who is selling the home (the "listing" agent).

SOURCE: 1000 WATT



DO REAL ESTATE YOUR WAY

 **DISINTERMEDIATION** **SELLING** 

DIRECT **Opendoor** **Zillow** **PLATFORMS** **FEES**  **DIRECT** **Opendoor** **FEES**

BUYING **FEES** **Zillow** **NEW MODELS**

Opendoor **SELLING**  **SELLING** **BUYING** **FEES**

PLATFORMS  **DISCOUNT** **FEES** **Zillow** **REDFIN**

REDFIN **PLATFORMS**  **Opendoor** **DISCOUNT** **BUYING**

FEES **NEW MODELS** **Zillow** **REDFIN** **PLATFORMS** **DIRECT**

 **DIRECT** **SELLING** **NEW MODELS** **PLATFORMS**  **DISCOUNT**

DO REAL ESTATE YOUR WAY



“ We are absolutely not in the business of selling buyer leads. We have customers that we care about all the way through from the time they begin shopping. Whether they are shopping for a home, getting pre-approved for a mortgage, making an offer, closing on a house or moving in, that is our customer. ”

– Rich Barton



“ITS NOT ZILLOW’S CUSTOMER”

- EVERY LOCAL REAL ESTATE AGENT

DO REAL ESTATE YOUR WAY

BUYERS AND **SELLERS**

NEED THE HELP OF
GOOD REAL ESTATE AGENTS

DO REAL ESTATE YOUR WAY

THE ROLE OF THE AGENT

CREDIT: DAVID MILLAR, STORY BRAND

DO REAL ESTATE YOUR WAY



YOUR CLIENT HAS A PROBLEM

EXTERNAL | INTERNAL | PHILOSOPHICAL



DO REAL ESTATE YOUR WAY



THEY NEED A GUIDE

EMPATHY | AUTHORITY



WHO GIVES THEM A PLAN

PROCESS | AGREEMENT



DO REAL ESTATE YOUR WAY



CALLS THEM TO ACTION

DIRECT | TRANSITIONAL

WHICH LEADS TO SUCCESS

AVOIDS FAILURE
CHANGES YOUR CLIENT'S
LIFE FOR THE BETTER.



DO REAL ESTATE YOUR WAY

SET UP FOR SUCCESS IN 2025



DO REAL ESTATE YOUR WAY



YOUR STORY

PERSONAL | AUTHENTIC | RELATABLE

DO REAL ESTATE YOUR WAY



YOUR BRAND

UNIQUE | PROFESSIONAL | CONSISTENT



DO REAL ESTATE YOUR WAY



YOUR VALUE

PERSONAL | SPECIALIZED | CUSTOMIZED

DO REAL ESTATE YOUR WAY



YOUR SYSTEMS

PROCESSES | TECHNOLOGY | SUPPORT



DO REAL ESTATE YOUR WAY

BECOME THE CEO OF YOUR BUSINESS.

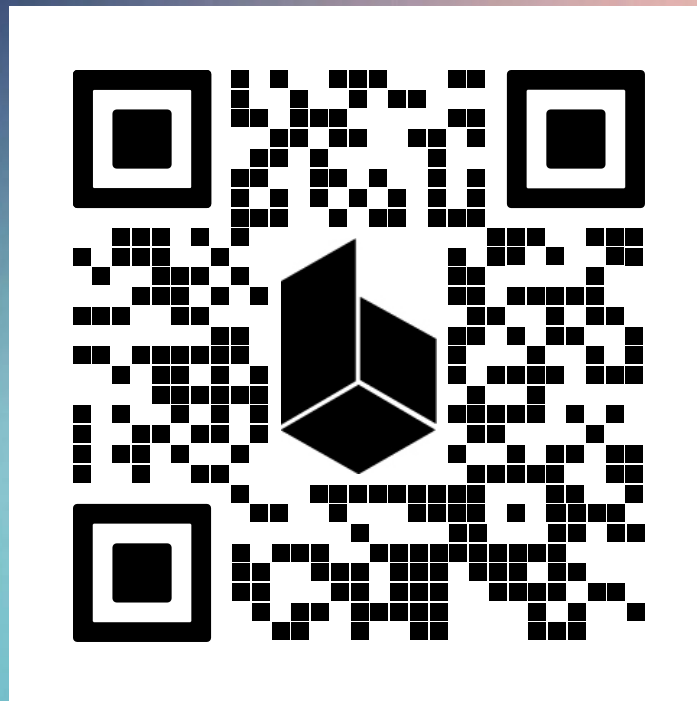
**INDIVIDUAL REAL ESTATE AGENTS ARE THE
FUTURE OF THE INDUSTRY**

DO REAL ESTATE YOUR WAY



THE BEST
REAL ESTATE
MARKET IN THE WORLD

DO REAL ESTATE YOUR WAY



DO REAL ESTATE YOUR WAY

THANK YOU

Blok.co
shaun.minnie @ blo k.co



DO REAL ESTATE YOUR WAY