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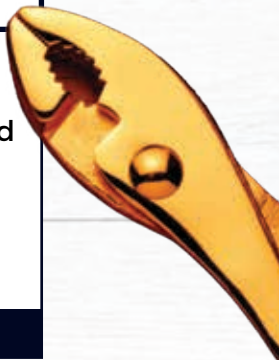
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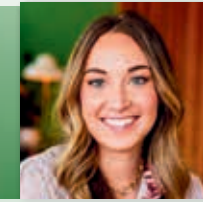
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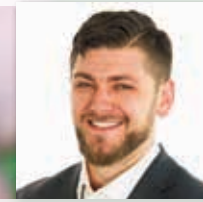
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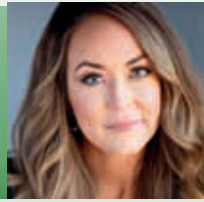
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▶ publisher's note

Dear Real Producers of Omaha,

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Since real estate transactions involve a myriad of moving parts, from financing, legal processes, home inspections, and insurance, having a reliable network of industry affiliates allows you to tap into specialized expertise, ensuring every aspect of the transaction is handled with precision and professionalism. Partnering with reputable mortgage brokers, title companies, home inspectors, and other professionals demonstrates your commitment to offering comprehensive support throughout your clients' real estate journey.

Here at *Omaha Real Producers*, we understand the importance of building a strong network within the real estate community. Facilitating these professional connections is paramount to our mission. We are proud to bring the best of the best together,

providing opportunities for high-performing agents to network not only amongst themselves but with the finest industry affiliates in Greater Omaha. Our preferred partners, who advertise in the magazine and attend our events, all come highly recommended by fellow top producers like you. We're confident that working together will be mutually beneficial, and we're delighted to help forge connections whenever and wherever necessary.

Check out the index of preferred partners in the front of the magazine for a list of exceptional and talented affiliates we recommend. If you should need a trusted ally you can call on anytime for various needs related to your business and transactions, please consider them first — and feel free to reach out to me directly if you ever need a personal introduction.

Here's to strong professional networks and to your continued growth and prosperity!

Sincerely,



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EPIC TAX IS AN EPIC FAILURE

"Nebraska REALTORS® Association's Political Action Days were impactful for me, having learned more about our opposition to the EPIC (eliminate property, income, and corporate tax) tax proposal. I found out there's so much more than what meets the eye with the proposal," said OABR 2024 President-Elect Jessica Sawyer.

Although it might sound fantastic, the EPIC Tax proposal would be enormously detrimental to Nebraska's economy and the real estate business for various reasons. EPIC Tax would allow Nebraska's current system to be replaced by a consumption tax that will need to be about three times the original proposal. Last estimates put the consumption tax in the 21 percent range if you want to continue to fund local schools, county offices, and other public services. The new proposal would be an epic failure for Nebraska.

Omaha Area Board of REALTORS® Governmental Affairs Director, Perre Neilan of Neilan Strategy Group, said, "We learned there is no shortage of ideas to tax real estate. EPIC would single-handedly tax every portion of a real estate transaction,

Not just new construction but everything from commissions to inspections and all points in between.

The Tax Foundation, in a recent article, published the following key findings:

- The proposed rate is based on flawed calculations that do not reflect the tax base defined in the underlying proposal.
- Tax Foundation calculations suggest that the EPIC plan would require a statewide consumption tax rate of 21.6 percent or more.
- The EPIC Option does not prevent local governments from enacting consumption taxes, meaning the total rate could be much higher than advertised.
- EPIC would likely result in substantial cross-border shopping, allowing Nebraskans close to a border with a lower sales tax state to escape the higher rates while leaving taxpayers in the interior of the state to bear the brunt of the newly established consumption tax.
- The anticipated economic benefits of the proposed tax overhaul are unlikely to materialize under such a high consumption tax rate.
- Policymakers seeking to constrain property taxes have better-targeted ways to achieve these aims.

Omaha Area Board of REALTORS® current President Denise Poppen highlighted the importance of our ability to communicate with lawmakers in the 2024 political environment. Now, more than ever, RPAC has opened doors for REALTORS®, and RPAC fundraising is taking on a whole new urgency.

"If you have never invested, I encourage you to join me voluntarily. If you've supported RPAC in the past, thank you! I have learned through my involvement how our RPAC dollars empower our collective voice.

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THE FOLLOW-UP QUEEN

► cover story

By Jess Wellar
Photos by Natalie Jensen

Out of nearly 3,500 REALTORS® in the greater Omaha area, where 77 percent sell two homes a year or less, Amy Schinco stands out as an exception, consistently exceeding the norm.

From pharmaceutical sales to becoming a sought-after Realtor, Amy's ascension in real estate is a direct result of her knack for communication and professionalism while ensuring any ego is left at the door.

"My day is always centered around making sure everyone in the transaction is happy — including buyer, seller, other agents, lender, and title," she explains. "This makes a more pleasant experience for all involved."

A NATURAL SALESWOMAN

Originally from Sioux City, Iowa, Amy attended Kearney State College, where she combined her athletic prowess and academic interests. On a four-year women's basketball scholarship, Amy was named MVP her senior year while securing her Bachelor of Science in Exercise Physiology. Post-graduation, she enjoyed a successful stint in pharmaceutical sales with Abbott and Pfizer before stepping back to raise her children.

"I was in sports my whole life, and I think there's a certain internal discipline involved when you play with other teammates looking up to you or relying on you," Amy reflects. "But I also received all sorts of professional training from my pharmaceutical sales background, and in that environment with doctors and lawyers, it gave me the confidence to sell luxury houses and do those big deals. I'm very comfortable in that arena."

A QUICK STUDY

After her last child left for school in 2016, Amy obtained her real estate license, a decision fueled by her desire to dive back into the workforce with greater flexibility and independence. She was 100 percent invested



“ I’VE NEVER COLD CALLED OR BOUGHT LEADS; I THINK MY FOLLOW-UP SKILLS AND PROFESSIONALISM HAS HELPED ME GET REFERRALS THROUGH WORD OF MOUTH. ”



in her new career from the start, driven by a clear focus on growth and client satisfaction. She advises aspiring agents to do the same.

“You have to work hard to make it happen,” Amy asserts. “You need to be all in or not in at all.”

Over the past eight years, Amy continues to crush expectations at Berkshire Hathaway, recording over \$18.5 million in sales volume last year as a Luxury Collection Specialist and is aiming to exceed that figure this year.

Amy’s all-in approach is evident in her awards display case, as well, which includes closing the largest residential real estate transaction at her brokerage last year for a \$6.5 million deal she double-ended that never even hit the market. She is also the recipient of a Shining Star Award for the largest increase in sales volume at her brokerage, as well as multiple Platinum and Gold Circle awards.

Amy’s secret sauce? Following up and following through — every time. Even if the client has already forgotten what they originally asked her by the next day.

“My clients call me ‘The Follow-Up Queen,’ but I just pay attention to what I do and make a mental note on my phone to find answers and get back to them,” she affirms. “I’ve never cold called or bought leads; I think my follow-up skills and professionalism has helped me get referrals through word of mouth.

“I also have great attention to detail and I’m a control freak,” she adds with a laugh. “I’m a one-stop shop. I can’t relinquish control, so my clients only work with me.”

OUTSIDE THE OFFICE

Amy’s world outside of work revolves around her loved ones, including two amazing children, Isabella (20), a sophomore at Texas A&M, and AJ (18), who will be heading to Arizona State University this fall. The family also has three beloved pets — a Morkie named Rocco, and two cats, Kit Kat and Spaz, who Amy describes as “full of personality.”



Amy Schinco with her parents, Joe and Wendy Determan



Amy with her children, AJ and Isabella



“YOU HAVE TO WORK HARD TO MAKE IT HAPPEN. YOU NEED TO BE ALL IN OR NOT IN AT ALL.”



Top producer Amy Schinco is a Realtor with BHHS Ambassador Real Estate.

In her spare time, Amy enjoys staying active while getting plenty of sunshine and fresh air.

“I play a lot of tennis and I am on several USTA tennis teams,” she shares. “This leads to hanging out with my girlfriends and other social events, of course. I also like to garden and plant my pots and flowers while taking meticulous care of my yard. Sitting with family and friends at my firepit and having company over is a favorite too.”

In addition, Amy makes it a point to give back by supporting a number of worthy causes, including JDRF, Sunshine Kids, and the Leukemia and Lymphoma Society.

As Amy looks forward to continued momentum in real estate, she remains focused on enriching her client relationships and expanding her own real estate portfolio while making time for what really matters in life.

“Success, to me, is providing for my family and having great relationships with my clients while fulfilling my passion for helping people,” she concludes.



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VAN DEEB

PRIME
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REALTY



Photo by Natalie Jensen



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A LIFETIME OF INSPIRING AND INNOVATING

A dynamic figure synonymous with entrepreneurship and motivation, Van Deeb exemplifies a passion-driven career spanning four impressive decades. As the CEO of Prime Home Realty, Van continues to thrive in his 41st year in the business by redefining industry standards while nurturing a culture where agents flourish.

“I live my life by Mary Kay Ash’s famous quote, ‘Pretend everybody you meet has a sign around their neck that reads ‘Make me feel important.’ This has been the key to my success,” Van explains. “I have a PhD in common sense.”

From the Basement to Brilliance

Born and raised in Omaha, Van attended University of Nebraska for marketing while playing football. But before long, he opted to head to Dallas, Texas, and got his degree in real estate instead. Upon graduation in 1983, he didn’t waste any time obtaining his real estate license and knew from the beginning this was his life’s calling.

“I’m the only businessman from a family of preachers and teachers,”

Van notes. “Real estate is my first and only professional career; I was so inspired to get into this business because there is no ceiling and I’m a hard worker.

“I also don’t like to have free time,” he chuckles.

After spending the first decade of his career with another brokerage, Van decided in 1993 to form his own after the realization hit him that no other agency was putting the agents needs’ before those of leadership.

This unique approach paid off quickly as he started Deeb Realty in his basement and grew the business to over 400 agents in 16 years. Recognized as the largest independent real estate firm in the Midwest, Van decided to sell the company to his general manager (who eventually changed the name to Nebraska Realty) after the company became too large for his liking.

“I just wanted to create an environment where agents felt they owned the company, not the broker,” Van recalls. “I treated the agents in my

company like they were the customer and that allowed them to be the best version of themselves — not the broker dictating everything. In my company, the agents said ‘jump’ and my leadership team asked ‘how high?’”

Short-Lived Hiatus

After selling Deeb Realty, Van planned to focus more on authoring motivational books, as well as speaking engagements. But he affirms those plans lasted “roughly 30 minutes” as the pull to foster a smaller, more intimate brokerage was irresistible. Thus, in 2010, Van opened Big Omaha Realty, which recently rebranded to Prime Home Realty.

“I sold Deeb Realty mostly because it got too big. I didn’t even know half of the agents and that’s just not my style,” Van reflects. “My decision was to downsize and focus on a boutique brokerage model, emphasizing a tight-knit, family-like atmosphere where every agent’s voice matters.”

Van is quick to credit two leading ladies for their help in making Prime Home Realty the revolutionary brokerage it



Van Deeb (center) with Chief Marketing Officer Alleen Byer (left) and COO Katie Keith (right) (Photos by Natalie Jensen)



is today. He spent three years searching for the right candidates to help him execute the vision of a boutique brokerage, and his patience paid off.

“I have two truly wonderful ladies who help me run Prime Home Realty, and I couldn’t do what I do without them,” Van asserts. “Katie Keith is my COO and Aileen Beyer is our chief marketing officer.

“We all are on the same page and want people to feel like they matter — we value everyone and they know it,” he adds.

At the heart of Prime Home Realty lies Van’s ethos: agents are not just part of the team; they *are* the team.

“Most companies focus on impressing the homebuyer, but I treat my agents like they are the customers,” Van remarks. “I’m more of an agent’s agent than a broker. We have a potluck at my house every quarter, and it’s just fun to bond with people.”

This philosophy has not only retained talent but has attracted it, fostering an environment where agents feel valued, heard, and inspired. Van has no plans for a repeat overgrowth situation and notes PHR is currently at 25 agents and won’t ever exceed a roster of 50. His brokerage is always looking for the right cultural fit, but they turn away more agents than they hire.

“Our leadership wants good humans and good hearts,” Van points out. “We can teach them to sell real estate.”

As the recipient of over 100 regional and national sales awards, Van has plenty of sage advice to offer newer agents that is grounded in his own fruitful career.

“Stay focused, avoid negative people, and create an unstoppable work ethic while learning as much as you possibly can every day,” he counsels. “Knowledge is power.”

Beyond the Business

Away from real estate, Van cherishes time with his loved ones. He is a devoted father to his adult daughter, Courtney, and an adoring pet parent to Baxter, his beloved 11-pound Havanese companion.

As the author of six books, Van enjoys keeping busy writing and traveling across the country as a motivational speaker when he’s not spoiling Baxter. He also



Photo by Natalie Jensen

“Stay focused, avoid negative people, and create an unstoppable work ethic while learning as much as you possibly can every day. Knowledge is power.”





makes it a point to give back through various local charities, including Chariots for Hope, and is highly involved in his church. As Van looks ahead, his vision is clear: he hopes his devotion to fostering a nurturing environment in real estate and passion for motivational speaking paves the way for a legacy rich in empowering others to succeed as well.

“My short-term goals are to build Prime Home Realty to be the absolute *best* boutique firm to work with and have an unmatched family culture with good-hearted, caring associates,” Van shares. “My long-term goals are to stay healthy, continue to empower and inspire people to be the best they can be, and spend more time at my home in Arizona without ever retiring.

“My goal in my last chapter is to do everything in my power to help agents fulfill their goals. It’s all about them,” he concludes. “I want to leave a legacy of knowledge and of having helped people move their own needle.”



Van Deeb is broker/owner of Prime Home Realty (Photo by Natalie Jensen)

Photo by Elissa Defreese

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By Jess Wellar

AdoreMOM

Revolutionizing Senior Living Transitions

In a world where the needs of seniors are evolving, AdoreMOM stands out as a pioneer, providing a unique blend of services through its senior placement and life enrichment offerings. Established in 2021 by four visionary owners, AdoreMOM is dedicated to simplifying the process of transitioning seniors into new communities while also fostering social connections and enriching lives through innovative solutions.

ONE-STOP SHOP

What truly sets AdoreMOM apart is their all-encompassing approach.

“Unlike most senior placement companies, we are an all-in-one placement service,” says Cassandra Zeisler, one of the owners of AdoreMOM.

“Our business model offers a solution to all steps of the process from pre- to post-placement.”

“The inspiration for AdoreMOM started a few years back with an elderly client that had no support network. She was selling her home but had no resources to help guide her toward her best individual choice in the expansive and diverse local senior living market. We formed a friendship, and as I learned, there is a sensitive and emotional nature when dealing with issues and factors that go into staging, downsizing, and transitioning an older adult. The need was there, the resources were not. That is when I decided to form a team of experts in real estate and senior living to form what is now AdoreMom,” says co-founder Elizabeth Lowndes.

Cassandra emphasizes their company’s role as facilitators for real estate agents.

“Many agents grow a lifelong relationship with their clients built on trust. When the time comes for the final home sale, we want agents to be equipped with the knowledge and tools



Cassandra Zeisler (Photo by Matt Bills)



Elizabeth Lowndes (Photo by Matt Bills)



Cassandra Zeisler (left) and Elizabeth Lowndes (right), both REALTORS® with Better Homes and Gardens The Good Life Group, are co-owners of AdoreMOM. (Photos by Matt Bills)

to best serve their needs. The baby boomer demographics equate to an estimated 76.4 million people who will be needing assistance. We want agents to be successful navigating these delicate situations!”

“Understanding senior placement is a great way to set yourself apart from other agents and prepare for this specialized wave of business.”

PLANS FOR GROWTH

Currently working with over 50 senior living communities around Omaha, AdoreMOM doesn’t just stop at placement services; they envision a vibrant, socially connected life for seniors as well.

AGENT REFERRAL PROGRAM: AdoreMOM Offers a \$1,000 Placement Referral Bonus!

AdoreMOM is dedicated to adding value to every agent while also showing appreciation to real estate agents with a \$1,000 referral bonus. The agent will be paid post move-in.

“Trying to understand the intricacies of these communities can be overwhelming. This program was designed to assist agents that have a client who needs help finding a senior living community. Our placement specialist will intake the lead, assess their needs with a discovery call, schedule an in-person evaluation, and match them to a community that meets their individual lifestyle, care, financial and culture preferences.



Photo by Matt Bills

To tackle this, they offer a unique, free app, My Adore Social, facilitating social engagement and community involvement for seniors through fun events.

“Our goal is to transform their lives and replace loneliness with purpose,” notes Cassandra. “Social isolation, in seniors, is one of the largest factors contributing to their health decline.”

As AdoreMOM continues to grow and expand its reach to other communities, their commitment to simplifying senior transitions remains steadfast. For those navigating the complex, overwhelming reality of senior living transitions, AdoreMOM is more than a service; it’s a compassionate teammate, offering solace and support in times of uncertainty. Looking to the future, the business is poised for success as the demographics shift towards an aging population.

UPCOMING CLASS

AdoreMOM is excited to invite all REALTORS® to their upcoming class on **July 19th at 12 p.m.** Hosted at the office of Better Homes and Gardens Real Estate, this educational session offers insights into senior placement and counts for one continuing education credit.

To register for this invaluable opportunity, contact Cassandra Zeisler at 402-612-4023 for a link to RSVP. Join AdoreMOM in preparing for the future of senior care and real estate by visiting www.adoremom.com today to learn more.



Photo by Matt Bills

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RETHINKING BRANDING BEYOND LOGOS AND COLORS

By April Tucker and Jennifer Tucker

In the crowded marketplace of today, where every brand is vying for attention, it is easy to get lost in the sea of logos, fonts, and color schemes. While these elements are crucial for creating consistency and recognition, there's a deeper layer to branding that often goes unnoticed but is equally important: the pillars of your brand. These pillars are not just about aesthetics; they're about storytelling, about the unique aspects that make your brand truly yours. It's time to think about branding in a whole new way, focusing on what makes you stand out beyond the visual elements.

DEVELOPING YOUR BRAND PILLARS: THE SUPERPOWERS OF YOU

Your brand pillars are essentially the "superpowers" that differentiate your brand from others. They are the core aspects of your identity and values that resonate with your audience on a personal level. How do you uncover these superpowers? Here are some guiding questions to help you delve deeper into what makes your brand uniquely you:

- **Who is your audience for your business?** Understanding your audience is the first step in crafting a brand that speaks directly to them.
- **What do you enjoy doing in your spare time?** Your passions can be a great source of inspiration for your brand's identity.
- **What are you better at than most people?** This question helps you identify your strengths and how they can be leveraged in your branding.
- **When going on social media, what do you gravitate towards watching the most?** Your interests on social media can reveal a lot about what you value and enjoy, which can be reflected in your brand.
- **Do you have any family or pets that you can talk about or showcase on social media?** Personal stories and connections make your brand more relatable and human.
- **What hobbies do you have that you spend a lot of time doing?** Hobbies can be a rich source of inspiration and a way to connect with your audience on a personal level.
- **Is there anything special about the city/town/location you live in that others would be interested in knowing more about?** Local charm can be a unique aspect of your brand identity.
- **If you could only talk about one thing for the rest of your life, what would that be?** This question helps you pinpoint your true passion, which can be a central pillar of your brand.
- **When it comes to your job, what aspect of it do you feel you are amazing at?** Highlighting your expertise can set you apart in your field.

- **What are your principles/values in life, and how do you lead by them?** Your values are the foundation of your brand and should be reflected in every aspect of it.

UNCOVERING THE TYING FACTORS

As you think through these questions, patterns will start to emerge. These patterns are the essence of your brand's identity, the things that make you "YOU." Whether it's a passion for antiques, a love for tacos, or a life dedicated to coaching baseball, these unique interests and values are what will set your brand apart in a crowded marketplace.

BRINGING YOUR BRAND TO LIFE

Once you've identified your brand pillars, you'll find that the other elements like colors, fonts, and logos begin to fall into place more naturally. These visual elements should complement and reflect your brand's core identity, creating a cohesive and authentic brand experience.

For instance, if one of your pillars is your love for homesteading, your brand colors might include earthy tones that reflect nature and sustainability, while your logo could incorporate elements of farm life. Your social media content might share tips on sustainable living, personal stories from your homesteading journey, and the joys and challenges of living close to the land. Your newsletter might include recipes from the homestead.

THRIVING IN A UNIQUE BRAND

In a world where consumers are looking for authenticity and connection, your brand's superpowers are what make you memorable and relatable. By going beyond traditional branding elements and diving deep into the pillars of your brand, you create a unique space for yourself in the marketplace. Remember, people want to connect with you not just for what you sell but for who you are. Let your brand's superpowers shine through, and watch as your audience grows not just in numbers, but in loyalty and engagement.

April and Jennifer Tucker, leaders of Copper Group Real Estate, specialize in real estate and brand design. April, a combat medic veteran with extensive real estate experience, brings integrity and expertise to her work, with over 400 closings throughout her career. She's a USA Today National Agent to Watch and has been featured twice on the cover of *Omaha Real Producers* magazine. Jenn, with eight years in real estate and a military spouse background, focuses on authentic connections and efficient processes. Both drive her success at Copper Real Estate Group, and she has been recognized with awards like Better Homes and Gardens Emerald Elite and *Omaha Real Producers* magazine Rising Star. Together, April and Jenn lead businesses to excellence with integrity and innovation.



April Tucker



Jenn Tucker

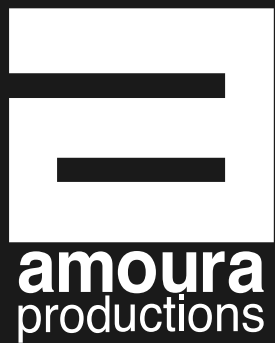


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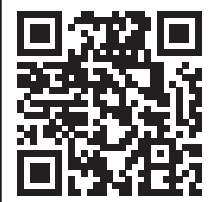
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UNLOCKING POTENTIAL

Real Estate in the Age of AI – Part 1

By Scott Bergmann

In the rapidly evolving landscape of real estate, the integration of artificial intelligence (AI) has emerged as a transformative force, reshaping the way professionals operate and interact with clients. Embracing AI isn't just about adopting new technologies; it's about leveraging them to enhance our ability to connect, understand, and serve our clients better.

Facing Fears and Embracing AI

Initially, the concept of AI may evoke fear or uncertainty, reminiscent of science fiction scenarios. However, like many of you, my introduction to AI, and specifically ChatGPT, came about a year and a half ago. It scared the bejeezus out of me. Recognizing its potential to revolutionize the real estate industry, I embarked on a

journey to explore its capabilities and uncover its benefits firsthand.

The Real Deal on AI in Real Estate

AI isn't merely about streamlining tasks; it's about enhancing the authenticity of our interactions with clients. By leveraging AI technologies, such as advanced algorithms and automation tools, we can optimize various aspects of our workflow, from market analysis to client communication. This enables us to focus on our strengths – fostering meaningful connections and delivering personalized services that resonate with our clients' needs.

Examples of AI in Action

Consider the use of AI for market analysis. Instead of spending hours

poring over data, AI algorithms can provide valuable insights into market trends, optimal timing for transactions, and pricing strategies. Similarly, AI-powered tools can streamline administrative tasks, such as scheduling appointments and managing client communication, allowing us to allocate more time to cultivate relationships with clients.

The Future of Real Estate with AI

Looking ahead, the potential applications of AI in real estate are boundless. Imagine virtual reality tours powered by AI, offering immersive property experiences tailored to individual preferences. Furthermore, AI-driven smart contracts could revolutionize the transaction process, ensuring efficiency and transparency

for all parties involved. Additionally, AI's role in sustainable property management is poised to contribute to the creation of greener, smarter living spaces.

Embracing A.I. Authenticity in Our Practice

As we integrate AI into our daily operations, it's essential to stay true to the core values of our profession. AI should augment, rather than replace, the human element in real estate. By embracing AI, we're not only staying ahead of the curve but also redefining industry standards, offering unparalleled service and authenticity in every transaction.

Personalizing Client Experiences with AI

AI enables us to personalize client experiences in ways previously unimaginable. By analyzing data from past interactions and market trends, AI can anticipate clients' needs and



BEYOND INDIVIDUAL INTERACTIONS, AI OFFERS SIGNIFICANT POTENTIAL FOR COMMUNITY ENGAGEMENT AND MARKET POSITIONING.

preferences, facilitating tailored recommendations and communication strategies. This predictive capability enhances client satisfaction and loyalty, positioning us as trusted advisors in their real estate journey.

Leveraging AI for Community Engagement

Beyond individual interactions, AI offers significant potential for community engagement and market positioning. Through social media analysis and online engagement tracking, AI tools can identify trends and interests within our community, enabling us to create content that resonates with our audience. By leveraging AI in this way, we not only establish ourselves as industry leaders but also foster a sense of belonging within our community.

As we navigate the dynamic landscape of real estate, the integration of AI represents a pivotal opportunity

for growth and innovation. By embracing AI technologies with an open mind and a commitment to authenticity, we can redefine industry standards, enhance client experiences, and shape a future that is responsive, personal, and connected.

As we embark on this journey into the age of AI, I encourage my fellow real estate professionals to explore the potential of AI in their practices. Let's not only embrace change but also lead with innovation and authenticity, transforming the way we work, connect, and thrive in this exciting new era.

Stay tuned for the next installment, where we'll delve into practical tips for integrating AI into your real estate business. Together, let's embark on this transformative journey and unlock the full potential of real estate in the age of AI.

Scott Bergmann is a licensed REALTOR® with Realty ONE Group Sterling, here in Omaha Nebraska. He is looked at in the real estate industry as an early adopter of AI and travels the nation doing in-person workshops for real estate agents and brokerages and rooms of anywhere between 50 to 600, speaking specifically about AI tools and resources that real estate agents should be using.



Scott specializes in marketing and technology, as well as coaching on AI. Whether he is found on an AI real estate podcast or an in-person workshop, his love for AI can be heard and felt. He's passionate about coaching agents to the reach their maximum potential and firmly believes AI should be an important tool in their tool belt.

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MASTERING THE ART OF PATIENCE:

Handling Long-Term Leads

► marketing matters

By Todd Lebowitz

As an agent, sometimes you gain a client out of the blue who looks at a few houses, puts in an offer, and sails through the closing. However, as most of us know, that's the exception to the rule. More often than not, you'll be managing long-term leads, everything from the aging couple not yet ready to sell to a first-time buyer who has analysis paralysis when choosing a home.

But whatever the finer details are, the end result is a prospect with potential who may require a longer-term approach to get them to the finish line. Below are some ideas for effectively managing these types of leads without getting too bogged down and distracted.

Identify the long-term prospects.

It's important to first identify when someone is going to take longer than usual to make a decisive move. These very warm leads require nurturing; it's worth it to categorize them quickly as a slow-burn so you don't apply too much pressure.

Maintain regular communication.

So you don't forget about these slow bloomers, set up a schedule for reaching out, whether it's through personalized emails, informative newsletters, or texts. Keeping the conversation alive helps build trust and ensures you stay on their radar.

Provide value with quality content.

Share industry insights, local market trends, and tips that may be relevant to your potential buyer or seller. By positioning yourself as an expert, you reinforce your credibility and demonstrate your commitment to their real estate journey.

Leverage social media platforms.

Stay connected through social media to maintain a presence in your leads' digital lives. Share relevant content, engage in discussions, and showcase your achievements. But don't forget to make things entertaining and interesting by sharing parts of your life and personality!

Adapt and personalize your approach.

People's circumstances and preferences can change over time. Be adaptable in your approach and take the time to understand any shifts in your leads' priorities. Personalizing your interactions shows genuine interest and increases the likelihood of converting a lead into a client when the time is right.

Handling long-term leads requires a delicate balance of persistence, adaptability, and strategic communication. By implementing these tips, you can nurture relationships, stay top of mind, and ultimately, convert those long-term leads into satisfied clients.

Remember, success in real estate is often a marathon, not a sprint!

With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters,



which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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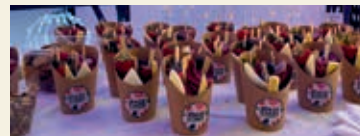
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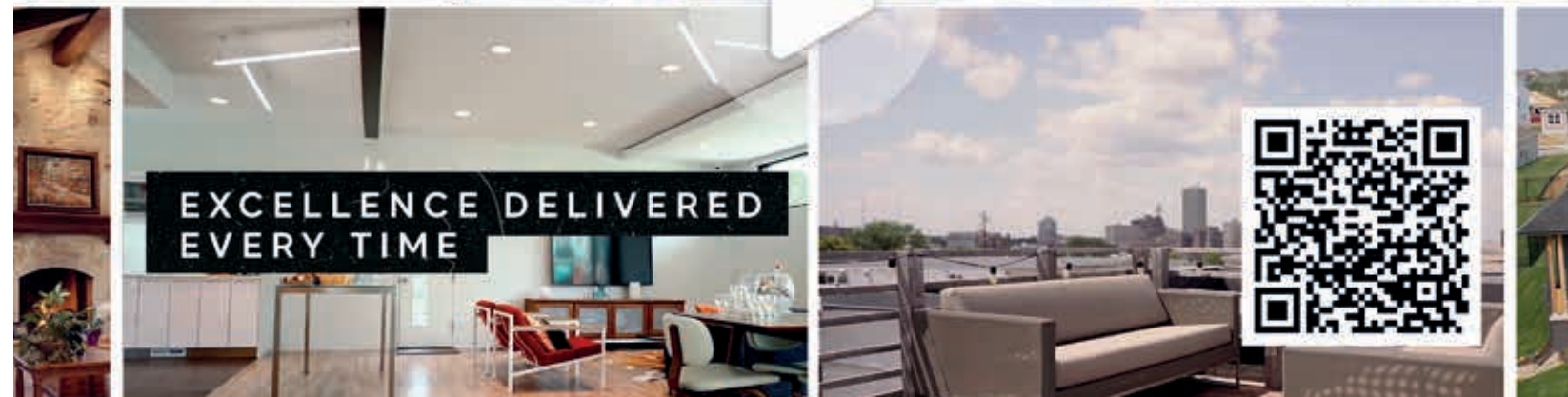
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