

buyers are fully aware of the services they're receiving as well as the costs. Here's a look at how other agents are getting buyers to pay their full commission.

COMMISSION OR PROFESSIONAL FEE?

Stewart-based Debra Duvall, who is a Florida Realtors® Board Certified Professional, specializes in working with high-net-worth clients interested in luxury and waterfront properties. She also helps sellers who are navigating probate and estate matters, and she assists homeowners desiring to renovate, expand or update their properties. "I grew up in Port St. Lucie—my family was among the first to settle there, back when playing at construction sites was the only fun thing for kids to do," says the partner at Water Pointe Realty Group.

Duvall believes Realtors® have made their job look too easy. "We are dedicated professionals committed to delivering exceptional service," she says. "So, let's stop calling it a commission and call it a professional



DUVALL

fee instead." Through a single-agent disclosure notice, like her approach with listings, Duvall pledges her service. While real estate agents in Florida are presumed transaction brokers, by having buyers sign the specific single-agent disclosure notice, this marks the beginning of her fiduciary responsibility. "I ensure my buyers receive all relevant info about the property and transaction that could influence their decision. I'm also committed to confidentiality, maintaining their privacy and safeguarding their financial assets with diligent record-keeping. This extends to protecting my clients from foreseeable risks and recommending expert referrals to assist throughout the homebuying process."

OFFER HYPERLOCAL EXPERTISE

To get ahead of the game, Ken Pozek, who leads Ken Pozek Group at Keller Williams Realty in Winter Garden, started implementing written buyer agreements back in April. His team includes 40 people: 28 agents, a mix of inside sales, marketing and creative staff, and a videographer. "We set a goal of 100 buyer

Set Your Standards

Dan Elzer, speaker, consultant, trainer and president of The Training Academy (trainingacademy.com) in Longwood, believes buyer-side agents have gotten into the habit of moving quickly because of the recent boom market. "Every agent tells me that buyers are pickier now than they were two years ago," he says. "Buyer behavior has changed, but our way of approaching them hasn't. They're looking for quality versus being in fear-of-missing-out mode. We have to overcome these habits, slow down and be able to show value to succeed," he says. Here are his tips:

1. Adjust to Buyer Priorities

Recognize that the market dynamics have shifted from speed to quality. Agents should slow down and focus on understanding what today's buyers value most in their home purchase.

2. Accurately Determine Value

Conduct thorough initial consultations to discover each buyer's unique needs and expectations. Remember: Value is defined by the buyer, not the agent. Use these insights to tailor your services and approach to ensure that the proposed value aligns with the buyer's perspective.

A novice buyer requires a completely different approach than an experienced one. Do your discovery first so you'll know exactly what they need.



ELZER

3. Pursue Mastery Through Training

Commit to ongoing professional development to master real estate techniques and strategies. Regular practice and role-play using real-life scenarios can transform theoretical knowledge into practical skills that agents can use with confidence. You won't find a doctor who does surgery one time or a golfer who hits the ball once. Realtors® need to take "down time" to practice their craft away from the customers; otherwise, they lose the opportunity to make mistakes. The more you are willing to do simulation like a pilot, who goes through 100 different scenarios, the easier you can become a master of your skills.

4. Set and Maintain High Standards

Establish a standard of care that starts with a comprehensive client intake process before any property is shown. Position yourself as the expert—the "doctor"—in the transaction, guiding the process with authority and knowledge.

agreements signed in April, and we had 108 signed," he says, adding that only a few buyers mentioned the lawsuit.

Before working with a buyer, his team takes the time to understand their motivation. "We explain how we are different in that we seek off-market opportunities and also work closely with builders—and we highlight the experience we have as a team and why we charge what we charge." He says his team's wealth of knowledge about local amenities, attractions and other factors that influence property values, saves



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buyers time in their home search.

Pozek also hosts the YouTube channel called Ken Pozek—Orlando's Favorite Real Estate Resource, which currently has over 49,000 subscribers, and he operates a website called The Orlando Real (theorlandoreal.com) with a focus on hyperlocal content, including local trends and what it's like to live in Orlando. Pozek says his deep understanding of the market and unique access to local opportunities, combined with his team's commitment to customizing the property search to match the buyer's specific needs, set them apart and substantiates the commission they charge.