



3 Ways Loan Officers Can Support Agents – Post NAR Settlement

#1: Edifying and gratifying your real estate agent partners

- The buyers need to know that you support their agent and their expertise
- You and your agent should come at the transaction as a team
- Exercise caution when talking about another person’s commission

#2: Double down on your communication with your agents

- Weekly communication with agents you are working with
 - Create and manage an agent list in Total Expert to keep track of your agent relationships, track calls and outreach, and manage appointments with agents and open houses
 - [Support agent listings](#)
 - [Tracking agent relationships](#)
 - [Agent meetings](#)

Talk track for initial agent conversations:

LO: “Hey [Agent], I am just calling to check in and see if you are going to be meeting with any buyers this week?”

Agent: “Yes, I actually have a meeting with a buyer on Thursday this week.”

LO: “If you don’t mind, would you mind sharing with me what time your meeting is? I ask only because I know you will probably need to break down some stuff on the financing side, and I can be available during that time just in case you have any questions. So when you get to the point that you start talking about the buyer’s net and what they might need to bring to the closing, I can be available during that time to help support the conversation.”

Agent: “Yes, that would be great!”

#3: Prospect new listing agents through co-marketing efforts

- Send weekly email to listing agents on Thursday/Friday to support weekend open houses
 - Ask if they need support, whether that be your attendance at the open house or marketing resources, such as:
 - [MLS listing social media post](#)
 - [Single Property Website](#) – post to social media and tag agent
 - [Print flyer](#) (listing, rate, and so on)
 - [Open house Lead Capture App](#)