

# The High Performance Realtor's Playbook

If you're feeling the ground shift in the market, you're not imagining it: High rates. Softer buyers. Commission changes. Loud tech.

Beneath it all? The fear that the market might pass you by.

I wrote this for working agents like you. No hype—just five real plays you can use right now.





## Play #1: Reframe Your Value Before They Ask

Post-commission ruling, clients want clarity. Use this positioning script early:

"In this market, the right negotiation can save or earn you five to six figures. My job is to make sure you don't leave that money on the table. My fee is part of that equation—and I make sure it works in your favor."

This isn't about being *their agent*. It's about being *their negotiator and outcome driver*.

# Play #2: Use Bathrooms to Move Hesitant Buyers

When rates stall momentum, show where value hides:

"This bathroom could appraise \$20K higher in 30 days."

"This layout gets offers after one showing."

Good bathrooms close deals. Bad ones? Sell the flip potential. Have comps ready.





Before



After



## Play #3: Help Sellers Stand Out Without Full Remodels

Sellers want results, not risk. Guide them with low-cost upgrades:

- ✓ **Hardware swap**  
\$300-\$600 → +\$3K-\$5K perceived value
- ✓ **Vanity/mirror combo**  
\$700-\$1.2K → +\$7K appeal
- ✓ **Paint & grout refresh**  
\$300-\$600 → "Feels new"

Then layer with pro photos. It's not a remodel—it's a repositioning.

# Play #4: Filter Clients Before They Drain You

Burnout costs more than a lost deal. Use the 80/20 filter before saying yes:

## Timeline

Can they close in 90 days?



## Data-Driven

Will they listen to data?



## Trust

Do they trust your guidance?



If they fail two or more, refer them or set firm boundaries. This is a career, not a hustle.





## Play #5: Become the Brand That Outlasts AI

Tech won't replace *you*. It'll replace agents who sound replaceable. Clients still want:

- Strategy based on real comps
- Judgment on pricing and upgrades
- Steady leadership when deals go sideways

Deliver that, and you'll stay essential no matter what disrupts next.



# You've Got This

You don't need more noise. You need focus. A high performance realtor doesn't chase the market—they guide it. You've got this.

— **Bill Ryan**

Founder, High Performance Home Builder. Partner. Voice in your corner.

