

Buyer-Agent Marketing Checklist (2025)

7 Proven Strategies to Thrive After the NAR Settlement

The post-NAR era rewards clarity, transparency, and genuine expertise. Use this practical checklist to implement the 7 proven strategies that top-performing buyer agents are using to grow their business and income in 2025.

Strategy 1: Master Value Storytelling

- I've created at least 5–7 real client success stories tied to measurable results.
- I include one story in every consultation or presentation.
- I link each story directly to my compensation value.

Strategy 2: Showcase Transparent Compensation

- I've created a clear fee menu with 2–3 service levels.
- I explain pricing confidently using examples and results.
- I track which package most clients choose.

Strategy 3: Create Educational Content That Converts

- I publish weekly content focused on solving buyer problems.
- I use real stories or data to build trust, not just listings.
- I measure engagement and lead inquiries monthly.

Strategy 4: Build Digital Authority

- I post consistently on at least one platform (LinkedIn, Instagram, YouTube).
- I share insights, not just listings.
- I engage with local communities or referral partners weekly.

Strategy 5: Transform Consultations Into Conversions

- I use a structured consultation (Discovery → Education → Service → Agreement).
- I track my consultation-to-agreement conversion rate.
- I follow up with every lead within 24 hours.

Strategy 6: Dominate Your Hyperlocal Market

- I've chosen a clear neighborhood or buyer segment to own.
- I publish or share local market updates monthly.
- I attend community events or collaborate with local businesses.

Strategy 7: Build a Strategic Referral Network

- I maintain active partnerships with mortgage brokers, attorneys, and service providers.
- I host or attend at least one partner event quarterly.
- I send appreciation or follow-up notes to referral sources.

Track Your Progress

- I review these 7 strategies every quarter.
- I measure growth by KPIs: conversion rate, average commission, and referrals.
- I celebrate wins and refine weak areas.

Consistency beats intensity. Focus on progress, not perfection — the agents who follow this checklist are the ones winning the post-NAR market.