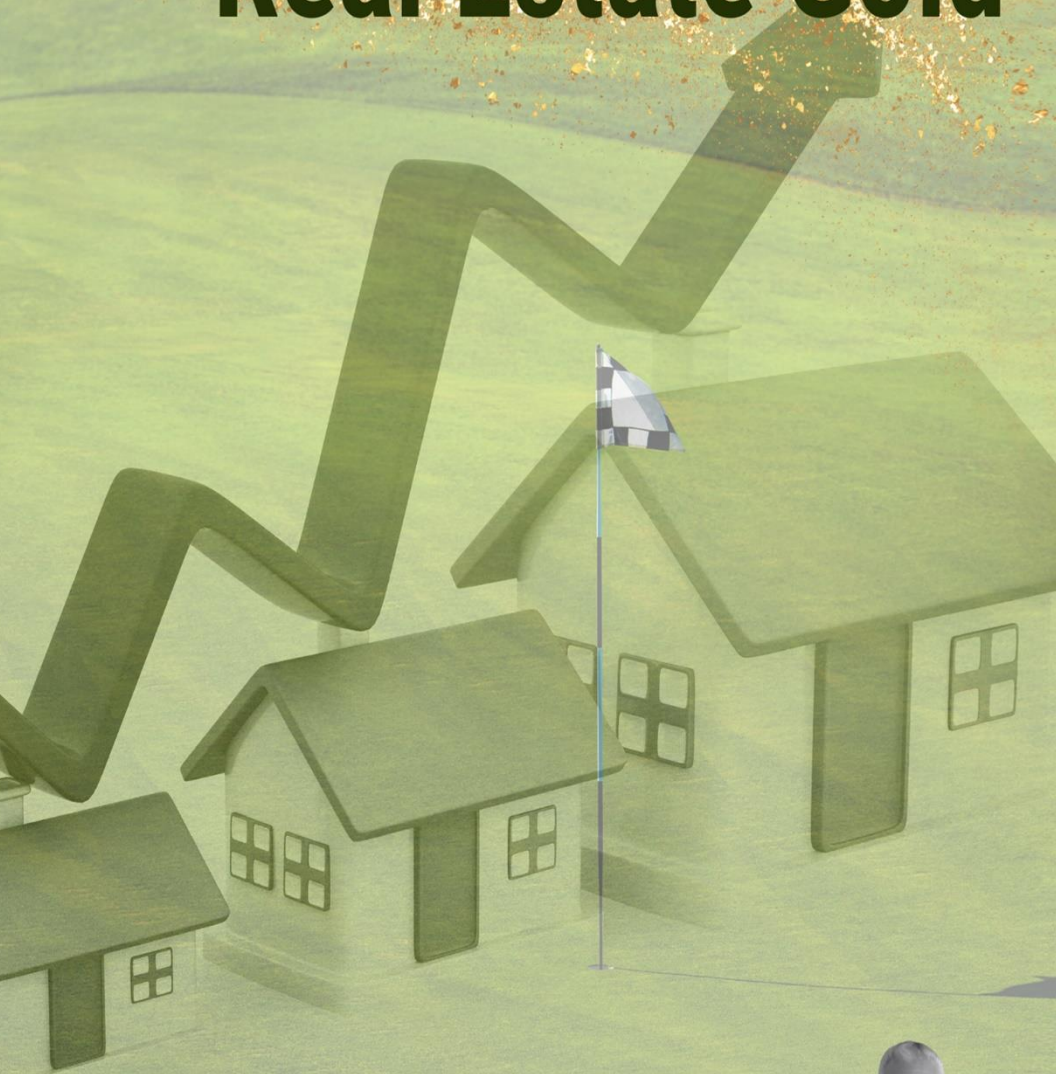
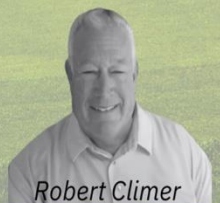


From Greens to Real Estate Gold



**EZ Real Estate
Platform**



Robert Climer

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Table of Contents

Foreword.....	v
Introduction: From the Green to Real Estate.....	viii
Chapter 1: The Journey from the Green to Real Estate Gold	1
Chapter 2: The Core Principles of the EZ Method.....	7
Chapter 3: Make Sure Your Unique Value is in the Room With You.....	17
Chapter 4: Mastering the Pricing Psychology Conversation	25
Chapter 5: Preparing a Standout Listing.....	34
Chapter 6: Hosting a High-Impact Open House	39
Chapter 7: The Offer Process – Real-Time Offers and Client Empowerment.....	44
Chapter 8: Navigating Negotiations – Empowering Clients with Real Options	55
Chapter 9: Closing with Ease and Setting the Stage for Repeat Business.....	61
Chapter 10: Building Long-Term Success – Creating Referrals and Repeat Business	68

Chapter 11: Embracing Flexibility with the Buyer
Addendum and Listing Options75

Final Words: Embracing the Future of Real Estate80

Foreword



If you've been in real estate for more than five minutes, you already know the frustration. It's commission battles, endless prospecting, clients constantly asking about fees, and an industry that feels—let's be honest—a bit stuck. Everyone's spinning their wheels, talking about “change,” but it feels like progress purgatory.

That's where the EZ Real Estate Platform comes in, and why I'm writing this foreword.

The EZ Platform isn't just another strand of spaghetti to throw at a wall and hope it sticks. It's a streamlined, *proven* method designed by agents, for agents, to help you consistently win listings and deliver results that keep clients coming back again and again. It's like someone finally took all the chaos and distilled it down to what should have been the obvious essentials all along: a process that's transparent, efficient, and, most importantly, built to succeed in any market.

But it's more than just a system for agents—it genuinely transforms the process for everyone involved. Take one of Robert's many success stories, for example. Using the EZ Platform, he turned a single listing into an event that drew over 100 buyers, ignited competitive bidding, and ended with a final sale price his clients couldn't have imagined. It was a win-win-win: buyers were excited, sellers were thrilled, and Robert proved his value as an agent in a way that no traditional listing ever could.

And this wasn't just a one-off success. Robert pulled this off with his next listing. And the next. And the next. Rinse and repeat.

One day it clicked: it's practically *insane* to do real estate without this option front and center.

So, Robert took his listing process and turned it into the EZ Real Estate Platform.

This isn't a one-hit wonder. It's a repeatable system, one that any agent can master and apply. And that's what makes this book so powerful. You're about to shift your mindset and learn the tools, insights, and strategies not just to attract clients but to deliver a standout experience that finally feels “with the times”—if not ahead of them. You'll see exactly why clients, agents, and

other professionals are saying this is the best thing since... well, you get the idea.

This book is your guide to leveraging the EZ Listing Method—the foundation of the EZ Real Estate Platform—to its full potential. By the time you turn the last page, you'll know exactly how and why this works, and you'll be ready to rev your engine with the roadmap you need to start signing and selling more listings.

So, if you're ready to turn a corner in your real estate career and move away from the grind toward something that's truly game-changing, this is it.

Let's get started. Turn the page, and prepare to see a newer, better way to do real estate.

Happy reading, and let's make real estate better together.

Katt Wagner

Hybrid Marketing Coach

Introduction



From the Green to Real Estate

I didn't start in real estate. My career kicked off on the golf course – managing, coaching, running operations, making sure every day ran smoothly. Golf was my world, and I knew the game inside out. But then I watched my wife jump into real estate, and everything shifted. She was making big money, landing deals, and had the freedom to run her business her way. I realized maybe I was in the wrong game.

So, I jumped in. No training, no plan—just a drive to make it work. I went in blind, figuring if I could lead a team and help people improve their golf game, I could help people buy and sell property. No magic formulas, no sales tricks. Just my experience with people, my grit, and a willingness to figure things out as I went.

And guess what? I started closing deals.

I leaned on the same skills that had served me in golf: reading people, adapting quickly, and always staying focused on the end goal. Before I knew it, I was getting results I hadn't expected. But I also saw the cracks in the system. Real estate was a mess. Clients were getting nickel-and-dimed. Agents were struggling to spin plates and burning out left and right. Deals fell apart over simple misunderstandings. It made no sense that this industry, which has so much potential, felt so inefficient and cumbersome.

That's when I decided to try something new with my real estate listings. I wanted a system that cut through the nonsense, that got rid of the roadblocks and allowed agents to actually focus on what mattered—helping clients and closing deals. I knew that if we made it simple, transparent, and powerful, it would change the game for everybody.

The EZ Listing Method is exactly that. It's a straightforward, repeatable process that gets results. It's grounded in everything I've learned—both from my own wins and mistakes—And this book is here to teach you that process.

You'll also learn how to use the EZ Real Estate Platform. While you don't have to run every transaction through it to benefit from the EZ Listing Method, most people – agents and consumers – quickly realize they don't *want* to do real estate any other way once they see EZ in action.

In the pages ahead, I'm going to show you how the EZ Method works, step by step. You'll get the tools, techniques, and strategies to start winning more listings and closing deals that keep clients coming back.

So, if you're ready to leave behind the grind of tiresome, salesy tactics and step into a smarter, better way of doing real estate, let's get to it.

Robert Climer

Chapter 1



The Journey from the Green to Real Estate Gold

I didn't start out with a grand vision of reshaping real estate. I came in like a lot of agents do—excited, a little clueless, and just hoping to start generating some business. With golf, I'd spent years coaching, managing, and running things behind the scenes. I knew how to read people, solve problems, and get things done, but real estate had a whole new layer of *noise* about it.

There was the endless prospecting, the constant objections about commissions, the competing agents left and right—it was an entirely different game. And the traditional playbook didn't sit right with me, either. It felt like agents were always tiptoeing

around clients' objections and forcing a smile through every pitch, hoping they wouldn't lose their chance at the listing.

The only thing I really had going for me was a drive to figure it out. No "secret sauce," no elaborate plan—just a willingness to adapt, learn fast, and make the most of each opportunity that came my way.

And somehow, it worked. I started closing deals almost right out of the gate.

But it wasn't pretty. I made my share of rookie mistakes, dealt with rejections, and had plenty of those "what am I even doing? This is stupid" moments. Real estate is a grind, no question. It can feel like an endless loop of prospecting, client follow-ups, and chasing down paperwork for a successful close. Most agents know what I'm talking about—it's exhausting, and half the time, it feels like you're just barely bringing in enough to keep the lights on.

As I pushed through, though, I realized that the skills I'd built in golf—reading people, adjusting quickly, and focusing on outcomes—served me well in real estate. And I started to see great results. But here's the thing: even with the wins, I couldn't ignore the cracks in the system.

Seeing the Flaws Firsthand

Real estate, at its core, should be about connecting people to the right homes. But in reality, it's bogged down with inefficiencies and constant disappointment.

So much time is wasted. Agents are constantly scrambling to bring in leads and prove their value. Clients are hit with hidden fees, endless paperwork, and half-baked explanations that only seem to make things more confusing. The whole process is bloated with things that don't need to be there.

That's the broken system that frustrated me every day. And if it was wearing me down, I knew it had to be wearing down everyone else, too.

Most agents are working in a cycle that's flawed from the start. You hustle for leads, fight for every listing, and hope to keep clients from walking away. And clients? They're overwhelmed, burned out by the lack of transparency, and left wondering if they're really getting a fair shake.

It was clear that something had to change. There had to be a better way—one that simplified the process, built trust with clients, and kept agents from burning out. I wanted to cut

through the chaos and make real estate straightforward, honest, and effective for everyone involved. That's when the idea for the EZ Real Estate Platform started to form.

Learning the Hard Way

In those early years, I learned plenty. There were things I got right, like understanding the importance of trust and the power of listening more than I talked. And there were things I got very wrong—like thinking a slick listing presentation would win over every client or that a “perfect” marketing script was all it took to close a deal.

Most of my success wasn't from following any playbook; it came from experience. Every deal, every client, every mistake taught me something. Over time, I started seeing patterns—things that worked and things that didn't. I refined the process, stripping out the fluff and focusing on what actually mattered. That's what became the core of the EZ Listing Method: a straightforward, repeatable system designed to get results.

The Birth of the EZ Real Estate Platform

The EZ Real Estate Platform didn't come out of a brainstorming session, and it wasn't cooked up by a team of consultants. It came from my own experiences—the wins, the losses, and the

days when I wasn't sure I'd make it—all backed by a drive to fix the flaws in traditional real estate. I didn't start out with “EZ Real Estate Platform” in mind; I just started building because I wanted real estate to work better.

I wanted a method that any agent could pick up and use—a system that didn't rely on shiny gimmicks or one-size-fits-all scripts, but on straightforward, transparent strategies that got real results.

Only after I'd tried, tested, and refined the process—then tried, tested, and refined some more, with the help of friends, mentors, and colleagues—did the EZ Real Estate Platform take shape. It was built to make real estate work the way it should: clear, effective, and focused on what clients actually care about.

This book is here to walk you through that journey, showing you how to use the EZ Listing Method to grow your business, win clients, and close deals that make everyone walk away happy. In the pages ahead, I'll share the exact tools, strategies, and insights to help you turn this method into a competitive advantage.

So if you're ready to leave behind the grind and step into a smarter, more effective, and more enjoyable way of doing real estate, let's get started.

Chapter 2



The Core Principles of the EZ Method

When I first started working with sellers, I knew two things: I wanted to build trust from day one and help them get through the real estate process without hating it by the end. But real estate—at least the way it’s been done for decades—makes both of these goals an uphill battle.

Most people have heard at least one real estate horror story, and agents spend way too much time just trying to prove they’re *not* going to be that same horror story. The uncertainty around the process and the stigma surrounding real estate agents creates a lose-lose environment for everyone involved.

That's what pushed me to build a system that was clear, efficient, and inherently trustworthy. When you can simplify the process for clients, communicate openly, and make them feel in control, you're already halfway to winning their trust—and their business. You'll enjoy your work more because the “ick” of holding a stigmatized professional title will be gone, and clients will see you as a breath of fresh air. The EZ Method was designed with exactly that in mind.

Here's what the EZ Method brings to the table: **transparency, simplicity, and control**. Let's break down why these principles matter and how they drive the success of the EZ Platform.

1. Transparency: Building Trust from Day One

Let's be honest—consumers are questioning whether agents are worth the money now more than ever. Technology, DIY resources, and constant fearmongering all feed into this. They're thinking, *“Why should I pay an agent? Are they actually doing anything I can't figure out myself?”* This perception that agents are a waste of money is a constant thorn in our side. And even if you're working your tail off, if clients can't *see* the work you're putting in, that doubt will pervade.

And doubt like that can kill trust before you even get a chance to prove yourself.

That's why transparency isn't just a "nice-to-have" in real estate—it's a must. When clients feel like they don't fully understand what's happening, they start to question everything: the fees, the decisions, and sometimes even the need for an agent at all. They'll talk to friends and family or scroll through horror stories on Reddit, looking for advice—and often finding more reasons to be suspicious. Without transparency, there's no way for clients to appreciate the work you're doing behind the scenes.

Real transparency goes beyond just going over paperwork; it's about making sure buyers, sellers, and agents all have a clear view of what's happening, especially during the offer stage.

Some people think negotiations and closing are the climactic stages of a transaction. But the real climax? It's the offer stage. Everything hinges on the offers (or lack thereof) that come in. No offers, no negotiations. Limited offers, and you're stuck with a frustrated seller second-guessing every step through closing.

This is where things can spiral. Without transparency in the offer stage, trust breaks down fast. Clients feel blindsided,

disappointed, and maybe even remorseful before the ink is dry. And that's a recipe for disaster.

With the EZ Platform, transparency is built into every part of the process, and the open offer approach is at its core. Buyers know exactly where they stand, sellers get a clear picture of the interest level and real market value, and agents avoid those last-minute “surprises” that can send a deal off the rails. No hidden fees, no vague “best offer” scenarios—just straightforward, open offers everyone can see in real-time. This approach keeps buyers confident, helps sellers feel in control, and lets you, the agent, focus on closing deals without unnecessary drama.

Takeaway: When transparency is at the heart of your process, you're not just another agent—you're the agent people trust. That trust leads to smoother deals, confident clients, stellar feedback from colleagues, and a standout reputation. A transparent and open offer process isn't just a feature; it's your proof of value *every single step of the way*.

2. Simplicity: Cutting Out the Noise

One of the biggest reasons clients—and agents—get frustrated with real estate is because the process is just too complicated. Every step is bogged down with paperwork, jargon, and

procedures that seem to raise more questions than they answer. Meanwhile, agents are left scrambling to keep up, juggling a dozen different tasks just to keep things moving.

The EZ Method is about simplicity. It cuts out the noise and focuses on what actually matters in a transaction. When you reduce complexity, you reduce friction in every step of the process.

It *shouldn't be hard* to market yourself and deliver a powerful listing presentation.

It *shouldn't be hard* to attract the number of buyers needed at an open house to bring in 10+ offers.

It *shouldn't be hard* for buyers and their agents to place an offer—and then another if they want to stay competitive.

It *shouldn't be hard* for sellers and their agents to track incoming offers.

It *shouldn't be hard* to get to closing, hand over the keys, and get everyone paid.

But with the way it's currently done, every step can feel stressful and cumbersome. And it doesn't have to be. It *shouldn't be*.

If you apply the principles in this book, you can break through the roadblocks in each step and your transactions will be as smooth as butter. You will have happy clients and more closings. And if you choose to use EZ Real Estate Platform, most of the heavy lifting will be done for you.

Simplicity isn't just about making things "easy"; it's about removing unnecessary obstacles so everyone can focus on the end goal. When clients aren't intimidated by paperwork or wondering if there's something they're missing, they feel more in control. And when you simplify your own work, you can focus on what truly matters—building relationships, closing deals, and creating repeatable business.

Takeaway: A simpler process isn't just more enjoyable; it's more effective. Removing friction at each stage gives both you and your clients a smoother experience, keeps deals on track, and increases your chances of achieving the best possible sale.

3. Control: Empowering Clients for a Better Experience

One of the biggest frustrations clients face in real estate is feeling powerless. They're making one of the most significant financial moves of their lives, yet too often, they feel like they're just

along for the ride. Decisions are made, numbers get tossed around, and clients are left wondering what they should be doing.

For agents, this lack of control can be a deal-breaker. When clients feel out of the loop, they hesitate, second-guess, and start to lose trust. But when clients are empowered, everything changes—they become confident, active participants.

The EZ Method tackles the major pitfalls that make clients feel powerless:

- **Limited Offers:** Sellers without multiple offers feel stuck, as if they're boxed in with no real options.
- **Communication Gaps:** Buyers without clear communication hesitate to bring their best offer, unsure how to compete without shooting for the moon.
- **Hesitation on Both Sides:** When buyers or sellers feel uncertain, motivation cools, and deals start to stall.

With the EZ Platform, these pitfalls disappear. Imagine an agent following the EZ Method from day one, bringing in more

interested buyers, generating multiple offers, and making the entire process transparent. Buyers know exactly where they stand, with every offer visible, while sellers have the freedom to accept, reject, or negotiate at any time. Both sides gain a clear view of market dynamics, and true market value comes into focus.

Instead of sellers feeling lost, they see offers rolling in and make informed choices that genuinely feel right. Buyers confidently put forward their best bids with clarity on what it means, while sellers calmly weigh their options without pressure. Deals don't just move—they flow, with clients in control and fully engaged.

This level of control and transparency changes everything. Clients aren't just watching from the sidelines—they're driving the process. And that shift brings faster, smoother, and more rewarding results for everyone involved.

Takeaway: Empowering clients with full control over offers and visibility into every step doesn't just keep deals on track—it builds trust and confidence that lasts well beyond closing. When clients feel in charge, they make decisions faster, feel more satisfied, and are eager to refer you, setting you up for long-term success and a steady stream of referrals.

Putting It All Together: The Power of the EZ Method

Transparency, simplicity, and control—these three pillars are the foundation of the EZ Method, and they’re what make it work. When clients trust you, understand the process, and feel empowered to make decisions, real estate stops being a grind and becomes a true partnership. You’re not just pushing deals through; you’re guiding clients through one of the biggest financial moves of their lives with confidence and clarity.

The best part? When you build your approach on these principles, clients don’t just appreciate it—*they remember it*. They walk away feeling secure, engaged, and eager to recommend you to friends and family. The EZ

Method isn’t just about closing deals; it’s about building relationships that last and establishing a reputation that sets you apart.

In the chapters ahead, we’ll take a closer look at each of these core principles and show you how to apply them to every part of your business. You’ll see why the EZ Method isn’t just another quick trick—it’s a way to build a real estate career that helps you earn more, feel good, and keep clients coming back.

So let's get started. You're about to discover how a method grounded in transparency, simplicity, and control can transform the way you do real estate—and set you up for long-term success and fulfilment.

Chapter 3



Make Sure Your Unique Value is in the Room With You

We're in a crowded field where everyone is shouting for attention. On one side, there's our competition—agents promising clients the world. On the other, you've got tech platforms telling consumers they can, and maybe even *should*, do real estate without an agent or with a “premiere” agent (who's really just paying the platform for the leads they're taking away from the rest of us).

Agents all sound the same:

“I'm the best.”

“I'm the local expert.”

“I’ll get you the highest price in the shortest amount of time.”

...Is the unique selling proposition in the room with us? Where’s the actual value? If everyone is saying the same thing, someone has to be stretching the truth. And of course, consumers are skeptical.

This does something else, too: it breeds imposter syndrome, even for driven agents. I’ve been there. I’ve felt that nagging doubt about whether I was offering something truly different, something that could cut through all that noise. At one point, I felt like I was just adding to the noise.

But then I came up with a unique selling proposition that wasn’t just more talk. (This was the beginning of what would later be called the EZ Method.) It was real, and it was something clients could see from the moment they met me. And sometimes, quite literally, it was right there in the room with me on a sign.

Now, let me tell you the story of Alan.

Standing Out by Offering Concrete Value

I didn’t meet Alan through a traditional referral or a cold call. He found me because he spotted a sign I’d put up in a local coffee shop. It wasn’t the typical “Sell Your Home for Top Dollar”

message or a business card with my headshot. No, this sign got straight to the point: *“0% Listing Commission—My Sellers Never Pay a Commission.”*

Alan had been around real estate long enough to know that most agents lead with the same promises. But this? This was different. It stopped him in his tracks because it was direct, clear, and, frankly, bold. It wasn't about what I *might* do or how I'd “work harder than anyone else.” It was a promise to give sellers a concrete advantage that no one else was offering. He couldn't help but wonder if there was a catch, and his curiosity was piqued enough to reach out and see if there was something behind the words.

Now, it's worth noting that Alan wasn't reaching out because he thought I'd say something groundbreaking on the phone. He wanted to see if this “EZ Method” was anything other than another gimmick. The fact that he agreed to meet at all told me something important—there's a hunger out there for something different. People are tired of the same old promises, especially when they've seen, time and again, how those promises lead to overpriced homes sitting on the market. They want to know that their agent is going to do things differently, that there's a real reason to trust them.

After a brief conversation, Alan, excited but still skeptical, agreed to a listing appointment.

Knowing What You're Up Against and Pre-empting Objections

When my wife and I arrived at Alan's home, he and his wife graciously gave us a tour, though I could tell they were still a bit skeptical about the whole "zero percent listing fee" thing. My wife, who's an experienced stager, offered a few helpful tips as we walked through each room, pointing out ways to enhance the home's appeal. Meanwhile, I focused on connecting with them, asking questions and finding common ground. By the end of the tour, we'd even uncovered a mutual connection—turns out, my best friend of over 60 years was a close acquaintance of theirs from church. That small connection helped break the ice and set the tone for a more open conversation.

When we finally sat down, I didn't dive into a sales pitch. I just listened. Alan opened up about his frustrations with previous real estate experiences—the lack of control, the endless fees, the communication gaps that always left him feeling out of the loop. He even mentioned that he'd already received a range of price estimates from different agents this time around.

Now, here's the thing: when a seller brings up other agents' price estimates, nine times out of ten, they're anchored to the highest one. It doesn't matter if the price is realistic or not; that number sticks in their mind, and they start picturing themselves cashing in. The problem is, listing high to sell high usually has the opposite effect—it just leaves the property sitting on the market.

So, how do you get sellers to think realistically about a starting price without making them feel like they're throwing thousands away? This is where the EZ Listing Method shines. This is where the unique selling proposition does its job.

Here's what I did with Alan.

Breaking Through Price Anchors with an Option No Other Agent Offers

Before every listing appointment, I prepare several net sheets that mirror a low, middle, and high price based on traditional listing methods. When I do the walkthrough, I get a feel for where the seller might be anchored (usually the highest price). I have a net sheet ready that reflects that expectation and lays out the work it would realistically take to hit that number—which is almost always a reach in the property's as-is condition.

Most good agents do something similar, comparing net sheets to set realistic expectations.

But here's where my approach becomes unique: I don't stop there. I compare those traditional numbers to the potential net proceeds of selling the EZ way, showing sellers that they can start at a lower price to attract more buyers but still walk away with as much—or even more—than they would by listing traditionally at the highest price.

Without this unique offer, my proposal would sound disappointing: *“Well, we might be able to get that price, but here's all the work we'd have to do to get there.”* And remember, just because you think another agent's pricing is unrealistic doesn't mean a prospective client will see it that way. Without an alternative, you'll likely lose the listing and watch that house sit unsold for months.

With Alan, I first showed him my high-price net sheet to establish credibility and make sure I was still in the running. I started by explaining the work it would take to achieve that number, referencing specific things we'd discussed during the walkthrough. But this wasn't just to bring Alan and his wife back down to earth—it was a way to transition to the listing

option I knew they'd end up choosing, the one only *I* was offering.

Introducing the EZ Method: More Money, Transparency, and Control.

Next, I laid out exactly how the “0% Listing Commission” worked and how the EZ Method would bring in competitive offers (we’ll dive into this later in the book). I showed him how the platform would allow him to see every offer, track buyer interest in real time, and make fully informed decisions. This wasn’t about telling him I was “the best.” It was about offering him a better experience—one that respected his goal to make more money.

By the end of our meeting, Alan wasn’t just interested in the EZ Method—he was *all in*. The EZ Listing Method had done its job, not by making empty promises, but by providing a clear path to the high-dollar results other agents could only promise and hope for.

Why Your Unique Value Has to Be Tangible

Alan’s story is a reminder that clients don’t need more flashy promises—they need something concrete. They’ve learned to

tune out anything that seems like empty words. What they're looking for is something they can see, something that proves they're more than just another quick commission opportunity. For Alan, that journey started with a bold sign in a coffee shop, but the real impact came when he saw the EZ Method in action.

Just like Alan, any seller who's wary of agents skimming off their equity will take notice of the no-commission USP. And that shift changes everything. It builds trust, positions you as a true professional, and makes people want to work with you—not because you're shouting the loudest, but because you're offering something that genuinely makes a difference.

Takeaway: Your unique value should be more than words—it should be something clients can see and believe in. The EZ Method isn't just a selling point; it's a better way to do business. And when clients feel the difference, they remember it, trust it, and want to work with you.

Chapter 4



Mastering the Pricing Psychology Conversation

Let's dive deeper into the pricing conversation. Once I'd shown Alan the EZ Method net sheet, the next step was to dig into our pricing strategy—one of the most crucial parts of the EZ Listing Method. A good pricing strategy requires more than looking at comparables and picking a number. Here, I had to walk Alan through the psychology of pricing and how market dynamics, together, play a massive role in the success or failure of a listing.

The key here is shifting the seller's mindset from anchoring to a high starting price to adopting a strategy that brings in serious buyers from the get-go, allowing market dynamics and FOMO to drive a bidding war that pushes the price higher and higher.

And here's where the EZ Listing Method lends a major advantage: with the leverage of a 0% listing commission, any fear about "starting too low" fades fast. You're already saving the seller thousands upfront, giving them the confidence to embrace a strategy that works.

Creating Buyer Demand and Chasing the Price Up

The goal isn't to list high and then gradually lower the price—that's what I call "*chasing the price down*." This strategy rarely works: the property sits, interest dwindles, and sellers get disgruntled. Your own imposter syndrome might even rear its head, even if you warned the seller that pricing this way was bound to backfire.

In my conversation with Alan, I laid out the science behind *chasing the price up*. This is the core of the EZ Method. By starting with a competitive price, we attract serious buyers from the start, building traction, excitement, and urgency. It's simple market psychology: buyers see the property as a prime opportunity and begin competing, naturally driving the price to its true value—or higher.

As we move further into this book, I'll explain how to maximize the advantages of this competition—but it's this pricing stage

that lays the foundation, and it's crucial to help your seller understand why this strategy is essential from the very first meeting.

Now, let's look at how this conversation actually played out with Alan.

Underscoring the EZ Method USP: Helping Sellers See They're Already Ahead

Remember I said the EZ Method would support you at every stage—not just in getting sellers interested, but in guiding them through the entire process? When it comes to pricing conversations, the EZ Method is a game-changer. It enables you to create a pricing strategy that makes sense, empowering sellers to lift the anchor they've dropped on an unrealistic starting price, and set a course toward real results.

Now, put yourself in the seller's shoes. *"If I'm paying thousands in commission, shouldn't I price my home higher to make up for it?"* or *"I'll start high, that way low-ball offers won't be too low."* These are common mindsets, and without the EZ Method, many sellers feel they have no choice but to list high or lose money.

With the EZ Method, sellers like Alan see their savings right away, so they don't feel pressured to price high just to break even—a move that would likely turn away serious buyers.

When I laid this out for Alan, he saw the logic immediately.

Here's how I explained it to him:

“Alan, if you were paying a typical 5-6% commission, you'd tell me you needed to price the home even higher just to cover that fee. But with the EZ Method, that commission is out of the equation. Every dollar over your target price goes right to you. We're starting with a strategic, competitive price that attracts buyers immediately—it's simple psychology. And your savings on commission means you're not trying to 'make up' for anything. It's already in your pocket.”

This approach shows sellers they're not losing out by pricing strategically. Alan realized that by starting competitively, he'd open the door for a stronger sale—and more money in the end.

Addressing Common Concerns: “Am I Leaving Money on the Table?”

Naturally, some sellers might still be hesitant, thinking, *“But if I list lower, am I leaving money on the table?”* Here’s how I tackle that concern:

“Alan, by listing competitively, we’re setting the stage for serious buyers to act fast—and even outbid each other. And with the savings we’ve built in on commission, you’re already ahead. The starting price is just that—a starting point. As the bids come in, you have the power to accept, reject, or negotiate any offer at anytime.”

The EZ Method lets us approach this conversation with confidence. Instead of feeling defensive or unsure, sellers immediately see the financial advantage they’re gaining. By positioning the commission savings as a win right from the start, sellers feel empowered to trust the pricing strategy.

Pro Tip: Make the Savings Real.

In the pricing conversation, go beyond talking about commission savings—make it real. Say something like:

“On a \$500,000 listing with a traditional 5% commission, that’s \$25,000 in fees. With the EZ Method, that \$25,000 stays with you from day one.”

This line immediately reframes the conversation. Sellers see they don’t need to start high just to break even. Then take it a step further:

“With that savings secured, we can set a competitive price and drive demand. It’s this demand that will push the price higher.”

With the EZ Method, sellers don’t have to feel like they’re giving up money to attract buyers. They’re ahead from the start.

The Math and Psychology Behind the Pricing Strategy

I keep this part simple. I explain to sellers that to get serious offers, we need serious traffic. To generate 10 solid offers, we need around 100 buyers to come see the property. And to attract that level of interest, the price has to feel like a genuine opportunity.

This isn’t guesswork—it’s simple math and psychology. When the price is right, buyers are eager to come check out the

property. I also let sellers know that my one-and-done open house strategy not only minimizes the inconvenience of showings, but also allows those 100 potential buyers see each other. (I'll cover my best strategies for motivating buyers at open houses later in this book.)

Now, this is where the EZ Platform, if you choose to use it, shines. Once a buyer is ready to make an offer, they (or their agent) can submit it online anytime, anywhere. They will receive real-time notifications if a competing offer comes in and can submit a new offer in seconds. The transparency and built-in competition of the platform naturally drive up offers, creating an upward cycle of demand that's nearly impossible to replicate with a traditional high-price listing.

The EZ Platform makes the offer stage a simple, fun, and competitive experience. Buyers and sellers get updates in real-time, and the entire process feels open, clear, and fair. There's no waiting for callbacks—just straightforward, visible competition that supports the pricing strategy and keeps buyers actively engaged.

How the EZ Method Handles Price Objections for Your

I almost never get price objections on listing appointments. One of the best parts of the EZ Method is that it naturally takes care of most objections upfront. The net sheets and clear explanation of how many serious buyers it takes to drive up offers make the strategy self-evident.

In traditional real estate, getting a seller to agree to a lower starting price is a challenge. Sellers often walk in with high price expectations, and other agents they are interviewing might concede to a seller's price expectations because they're afraid to lose the listing.

It's a cycle that leaves agents afraid to challenge unrealistic numbers, even though this is in *nobody's best interests*.

But with the EZ Method, we get right past that roadblock. We get to outcomes that serve everybody well. This isn't about being "just another agent with another suggestion." It's about offering a concrete, financial benefit that makes a difference from day one and builds a foundation of trust that strengthens the entire process.

When sellers see that you're not only talking about achieving a high price but actually have a plan for doing so, they'll be excited to choose you.

Most agents don't have the tools to make this kind of pitch. They rely on charm, scripted promises, or market reports that are important but fail to address the seller's real concerns. With the EZ Method, you have a unique, transparent approach that speaks for itself. You're not just telling the seller they'll save money; you're showing them a competitive environment that gets them top dollar, without the stress of chasing down price reductions.

You have an unbeatable USP that lets you price the property right.

Takeaway: Pricing psychology with the EZ Method isn't about compromise; it's about showing sellers a smarter, more profitable strategy. The EZ Listing Method turns a challenging conversation into a confident pitch that gets ink on the signature line of the listing agreement—and sets the stage to put more money in your clients' and your pockets. (We'll dive into how you, the agent, get paid later in the book.)

Chapter 5



Preparing a Standout Listing

When I listed Alan's home, our goal was to make it a must-see—and that required using every tool to position it as an irresistible opportunity. I wanted Alan's listing to stand out so that when buyers saw it, they'd feel a jolt of excitement and think, *"I have to see this place."*

This is the kind of energy that should go into every listing. The EZ Method isn't an excuse to sit back and wait for interest; it's about pressing the gas to drive maximum demand and creating a buzz that buyers can't ignore.

This chapter is all about preparing a standout listing and promoting your open house—laying the groundwork to make a property unmissable and motivating buyers to act the moment they step inside.

Creating an Unmissable MLS Listing

First Impressions Last: Studies show that listings with professional photos and videos sell faster and for more money!

It all starts with the MLS. But we're not just talking about a few quick snapshots and a description. For Alan's property, I hired a professional photographer who captured every angle, every light-filled corner, and every detail that made the home shine. High-quality visuals make a difference, but a video walkthrough is the cherry on top. This extra step invites buyers to imagine themselves in the home, giving them a taste of what it'd be like actually to live there.

With the right photos and video, you're not just "showing" the property; you're staging a first impression that makes people stop scrolling, click through, and start picturing their future. This is what drives buyers to want to see the property in person.

The One-and-Done Open House: Maximizing Interest in a Short Time

Scarcity Drives Value: Limiting access to a one-time open house reinforces the property's value. People place a higher worth on something that's limited or exclusive, and this principle is powerful in real estate.

Instead of scattering showings across weeks, the I found the most effective strategy is holding a single, high-impact open house that consolidates interest and builds urgency. Here's the playbook I used for Alan's property and incorporated in the EZ Method:

- **List the Property on Thursday, Hold the Open House on Sunday:** This condensed timeline allows interest to build quickly. By Sunday, buyers arrive knowing this is their main chance to see the property, and they're often ready to make an offer.
- **Create FOMO with a Single Time Slot:** A one-time open house creates scarcity, which psychologically drives value. Buyers see others at the property, realize they're not the only ones interested, and feel motivated to act before it's too late.

For Alan's property, the Sunday open house was packed with buyers who felt the weight of competition. Seeing other interested buyers triggers a sense of scarcity and fuels urgency. By Monday, offers were rolling in, and by Tuesday, Alan and I were reviewing multiple offers—each more competitive than

the last. Because of its proven efficacy, the one-time open house is one of the core tactics of the EZ Method.

Reaching Buyers with the Right Marketing Channels: Circle Campaigns, Social Media, and Neighborhood Outreach

Social Proof Works. When potential buyers see that there's buzz around a property, it reinforces their own interest. Circle campaigns, social media posts, and well-placed signs amplify the feeling that this is the home everyone's talking about.

Effective marketing casts a wide net, and for Alan's property, I leveraged multiple channels to ensure the right buyers saw the listing and heard about the open house.

- **Circle Campaign Postcards:** A few days before the open house, I sent postcards to neighbors with photos and key highlights of Alan's home. If you're feeling bold, you can mention the 0% listing commission—it grabs attention and piques curiosity from potential sellers in the area.
- **Targeted Social Media Ads and Local Group Posts:** Social media amplifies your reach. For Alan's property,

I ran ads targeting likely buyers and posted open house announcements in local neighborhood groups. These posts didn't just reach serious buyers; they reached a wider community, including those who were casually looking or hadn't committed to an agent yet.

- **Strategic Open House Signs:** Even simple things like open house signs can bring big results. For Alan's home, I placed signs on main roads, directing traffic to the open house and adding to the property's visibility. Each sign was a reminder that this wasn't just any listing—it was an event.

We didn't just make people aware of Alan's listing; we built interest, excitement, and the sense that you didn't want to miss out.

With the EZ Method, a standout listing is just the beginning. In Chapter 6, we'll dive into how to turn that one-time open house into an unforgettable event that keeps buyers engaged, builds momentum, and sets the stage for competitive offers.

Chapter 6



Hosting a High-Impact Open House

When I hosted Alan's open house, it was more than just a showing. It was a well-planned event, designed to create excitement, engage serious buyers, and, most importantly, build competition. The EZ Method shines here, turning an open house into a strategic performance that leaves buyers ready to act. Every detail matters, and with the right setup, you create a sense of urgency that pushes buyers to make strong offers.

Setting the Scene for Success: Lender, Sign-In Sheets, and Lead Generation

A great open house does more than display a property—it actively engages buyers, generates leads, and builds your

professional reputation. Here's how I set up Alan's open house for maximum impact:

- **Lender On-Site to Pre-Qualify Buyers:** I invited a lender to Alan's open house, so buyers who were on the fence about financing could get pre-qualified right there. This tactic turned casual interest into serious intent. Several buyers came in with a "let's just look" mentality but left feeling ready to make real offers. Having financing assistance on-site eases any hesitation and encourages buyers to move forward confidently.
- **Sign-In Sheets that Double as Future Leads:** The sign-in sheet is one of your best tools. It's not just about gathering names—it's about building a future pipeline. I include a few key questions on every sign-in sheet: "Do you have an agent?" "Are you actively looking?"

"Do you need to sell before you buy?" These questions open doors for follow-ups, and each contact represents future business. **Story of Follow-Up:** I once followed up with a lead from an open house months after the event. She wasn't ready to buy at the time, but the professional approach I took left an impression. When she

eventually decided to list, she remembered me and reached out. Never underestimate the long-term power of a well-structured sign-in sheet.

Engaging Buyers and Building Urgency Through Conversation

During the open house, I didn't stand in the background. I was actively engaging with buyers, gauging their interest, and encouraging them to submit offers. With Alan's open house, every conversation was an opportunity to highlight the demand we'd generated. I mentioned the level of interest, creating a subtle but real sense of urgency. Buyers who know they're not the only ones interested are naturally more motivated to act quickly.

The Bandwagon Effect: When buyers see others interested, it heightens their own interest. A crowded open house taps into this psychological effect, making them feel that if they don't act now, someone else will.

Equipping Buyers to Act Quickly: Clear Take-Home Materials and the EZ Platform

As the open house wrapped up, I made sure every buyer left with clear instructions on how to submit an offer. At Alan's open house, I provided printed materials with property details and simple steps for making an offer. If you're using the EZ Platform, this process becomes even more seamless. I set up acrylic signs with QR codes linking directly to Alan's listing page, so buyers could submit offers right from their phones.

Pro Tip: Always include your contact information and a call-to-action on any materials. This keeps communication open and makes it easy for buyers to reach out if they have questions later.

Leveraging the EZ Platform's Real-Time Transparency

The EZ Platform is invaluable during the offer stage. For Alan's open house, I explained to buyers how the platform works to their advantage. When buyers make an offer, they're notified in real time if another offer comes in higher, so they can adjust their bid immediately if they want to stay in the running. This transparency keeps buyers engaged and builds friendly competition.

Loss Aversion: Buyers naturally want to avoid losing out on a property they're invested in. The EZ Platform's real-time notifications encourage them to bid confidently, knowing exactly where they stand in the process. This transparency not only keeps them in the game but pushes offers higher, as buyers know they have to compete actively.

Chapter 7



The Offer Process – Real-Time Offers and Client Empowerment

Few moments are as thrilling as the offer stage. When I set up Alan's property on the EZ Platform, the goal wasn't just to attract a buyer; it was to create a competitive environment that would bring the best offers forward.

With the EZ Platform, a traditional closed-door negotiation evolves into a real-time event that clients feel part of every step of the way. Watching offers roll in alongside your client is a game-changer. It's exciting, feels transparent, and becomes an experience they'll remember.

This chapter is all about creating that memorable experience, guiding your clients through each stage of the offer process, and

turning a traditionally opaque moment into an open, empowering one.

But first, let's address the elephant in the room - the way agent pay works with EZ.

Addressing the Elephant in the Room: The Buyer's Premium and Why Buyers Should Use a New Platform

One question that comes up regularly—both from buyers and their agents—is the buyer's premium. Anytime you're introducing something new in real estate, especially something that challenges traditional norms, it's natural to expect questions. And with the EZ Platform, it's all about making sure buyers and their agents understand the value they're getting.

At open houses, I make sure buyers know what the buyer's premium is, why it was in place, and how they were still coming out ahead with the EZ Listing Method. I created an explainer video that walks buyers through everything they need to know about the premium. For agents using the EZ Platform, you're welcome to use this video as part of your own marketing. The goal? To answer questions upfront so that by the time buyers

and their agents come to view the property, they're ready to compete and confident about the value on offer.

Explaining the Buyer's Premium: Showcasing Value in the Listing Price

The buyer's premium fee is part of the final purchase sale agreement, but the seller is listing at a price that's much more competitive than traditional listings. For buyers, that means they're seeing a property listed at a discount, even with the premium factored in. The transparency of the EZ Platform helps illustrate this in clear, straightforward numbers.

So when buyers ask, "Why is there a premium?" they can quickly understand the answer: they're getting an opportunity to buy a home at a competitive price, and they're part of a transparent, fair process where they know exactly what they're paying.

Building Relationships with Buyer's Agents

When it comes to questions from buyer's agents, I've found that a quick, personal phone call makes all the difference. Not only does it clear up any misunderstandings about the platform, but it also builds trust and helps establish a professional relationship. Agents are understandably cautious about new

platforms—some may be skeptical about how they'll get paid, or unsure if this approach benefits them as much as it does the seller and/or buyer. Taking a few minutes to walk them through the process builds a connection and shows them that the EZ Platform is just as advantageous for buyer's agents as it is for everyone else.

And here's the key: the buyer's premium gives the flexibility to ensure agents get paid fairly. There's a direct benefit for buyer's agents here. By using the EZ Platform, they can get paid through a process that's straightforward, transparent, and, ultimately, one that buyers appreciate.

For agents who work with the EZ Platform consistently, many find they're able to double-side transactions because of the transparent process. Buyers appreciate knowing exactly where they stand, and buyer's agents appreciate a platform that respects their role and ensures they get compensated.

A Community of Success Stories

In our EZ Agent community, we're starting to see more and more agents sharing success stories of how this platform has positively impacted their transactions. Agents who were initially cautious now find themselves getting praised by their

clients for the transparency and fairness of the process. It's not unusual to hear stories of buyer's agents doubling their transactions by closing both sides because buyers love the platform's clarity and are more motivated to place offers when they know exactly where they stand.

The Power of Transparency in Building Confidence

Transparency is what sets the EZ Platform apart. For both buyers and their agents, having complete visibility into the offer process is a huge advantage. Buyers can see every offer as it comes in, and agents don't have to wonder if their client is being treated fairly. By using this transparent approach, the EZ Platform minimizes doubts and replaces them with confidence.

This level of openness strengthens relationships with agents and leaves buyers feeling secure about their decision. They know they're getting a fair shot at the property, and agents know they're not just a cog in the wheel—they're a valued part of the process. The platform empowers everyone involved to feel like they're part of a fair, straightforward transaction, and that's a big reason why it works so well.

In the end, addressing the buyer's premium isn't just about explaining a fee—it's about reinforcing the value and

transparency of the EZ Platform. By handling questions head-on and inviting agents into the process, you're not just closing deals; you're creating trust, building relationships, and setting the stage for future transactions.

The Thrill of Watching Offers Roll In – Building Client Confidence

I still remember sitting with Alan when the offers started coming in. He was *really* nervous at first. As soon as the first offer rolled in, he wanted to accept it!

I had to tell him to be patient.

At first, he laughed, but I could tell there was still a hint of doubt. What if this was the only offer? What if we lost this one by waiting?

I encouraged him to give it time. He was visibly excited, leaning forward, watching the notifications on the platform with growing anticipation. Soon enough, the offers were higher than the high starting price he was anchored to. This is the EZ Listing Method at work.

Sitting there with Alan, watching the offers come in, I could see the impact of the EZ Platform's transparency firsthand. With

the ability to see offers in real-time, Alan understood he wasn't leaving money on the table. There was no hidden agenda or back-and-forth. He was making informed decisions based on transparent data, which turned a traditionally opaque process into something he could trust.

He no longer felt rushed or uncertain. He felt like he was holding the cards, deciding when and if to make his move.

By the end, he was thrilled, knowing he'd received the best possible offers for his property.

This is how the offer process should be.

Step-by-Step Guide: Creating This Experience for Your Clients

To bring this same transparent, engaging process to your clients, here's a breakdown of how to leverage the EZ Platform for maximum impact:

1. **Set Clear Expectations with Clients:** Before the offers start rolling in, walk clients through what they can expect. Let them know how the platform works, what notifications they'll receive, and the process for

reviewing each bid. This initial guidance reassures them and eliminates any surprises.

2. **Encourage Active Engagement:** Invite clients to sit with you and watch the offers as they come in. Not only does this make the experience exciting, but it also allows you to address questions and provide insights in real time. When Alan and I reviewed his bids together, he felt completely supported and informed throughout the process.
3. **Explain Each Offer's Details:** Break down each bid for your client. Highlight any differences in terms, contingencies, or timelines. With the EZ Platform's clarity, clients can see each offer side by side, making it easier to compare value beyond just the final number.
4. **Empower Clients to Decide When to Act:** Remind clients they have the power to accept, reject, or counter any offer. The real-time notifications mean they'll always know if a better bid comes in, which allows them to take their time and act when they're ready. This level of control reinforces trust and confidence.

5. Use the Platform's Transparency as a Trust-Building

Tool: Letting clients see everything builds trust in the process and in you as their agent. They know you're showing them every option, every step of the way. For Alan, knowing he had full visibility made him feel reassured and empowered to make the best decision without feeling rushed or pressured.

There's something deeply satisfying about watching clients' reactions as they realize this level of control.

With Alan, I could tell that this wasn't just about accepting the highest offer received—it was about trusting the process to bring in multiple offers and being able to see the highest offers with his own eyes. He had ownership of the outcome.

This is the same experience I've created for hundreds of sellers. I want you to feel empowered to do the same for your clients.

The Heuristic Edge: Why the Open Offer Process Works

Part of what makes the EZ Platform's real-time bidding so effective is the psychology it taps into. The open offer process

uses powerful heuristics that directly impact how people make decisions and respond to competition.

The first principle at play is **Loss Aversion**—the natural human tendency to fear losing something valuable. When buyers know other bids are coming in and receive instant updates, it creates a palpable sense of urgency. For Alan's property, each new bid felt like a building wave of interest, raising his home's perceived value. But for the buyers, it was even more compelling: they saw the competition building and felt motivated to act quickly and competitively to secure the property.

Then there's the **Transparency Effect**. Many sellers worry about what's happening behind the scenes—are they seeing every detail, or are they missing something? The EZ Platform eliminates this doubt by making every offer visible as soon as it's submitted. For Alan, this transparency was invaluable. He didn't have to take my word for it; he could see each bid in black and white, which reassured him he was getting the full picture. This level of clarity doesn't just build confidence in the sale—it strengthens trust in me as their agent, knowing I'm not holding anything back.

For buyers, the combination of transparency and real-time updates amplifies **FOMO (fear of missing out)**, pushing them to bid higher to secure the property before someone else does. In a world where hidden negotiations can leave buyers and sellers guessing, the EZ Platform's open offer process lets everyone involved feel part of a fair, high-stakes experience. For Alan, and every client I've guided through this process, it's a powerful blend of excitement, clarity, and control that turns the offer stage into something memorable—and highly effective.

Takeaway: The offer process is often the most nerve-wracking part of a sale for clients. But with the EZ Platform, you're transforming this phase into a positive, empowering experience and allowing demand to push the price upward. By involving clients in real-time, they feel every bit as engaged and informed as you are, which builds trust and creates a memorable experience.

Chapter 8



Navigating Negotiations – Empowering Clients with Real Options

When you're working with multiple offers, negotiations become less about haggling over price and more about strategically managing options. The EZ Platform takes this stage to another level, giving clients a clear view of every offer and allowing them to engage with the process in a way that's grounded in transparency and trust. Instead of a stressful back-and-forth, negotiations become an exercise in making empowered decisions, where your clients can see their leverage and feel confident in each choice.

For Alan, this was a game-changer. Knowing he had several offers on the table, he felt he had the upper hand and wasn't at the mercy of a single buyer. He could see every offer as it came

in, along with the terms and contingencies, which meant he could make informed choices about which offers were worth negotiating with. Gone were the days of guessing whether there were “better” offers out there—he had full visibility, and that empowered him to play his cards with confidence.

The Power of Multiple Offers – Leveraging Options

With multiple offers, the narrative shifts from “Can we get the best price?” to “Which offer gives us the best terms and outcome?” Each offer brings its own advantages, whether it’s a higher price, a faster closing timeline, fewer contingencies, or a pre-approved buyer. The EZ Platform keeps all these variables in plain sight, helping clients like Alan make apples-to-apples comparisons and feel secure in their choice.

In a traditional setup, when a seller receives multiple offers, buyers are often left wondering if these offers even exist, suspecting that agents may be inflating the demand. But with the EZ Platform, this skepticism evaporates. Buyers can see the competing offers, which makes them more willing to push their limits without feeling manipulated. This transparency encourages serious buyers to give one last, highest-and-best offer because they know they’re up against real competition.

Alan saw firsthand how this changed the negotiation landscape. He could politely inform buyers that he had multiple offers and suggest that they bring their best terms to the table. Watching each buyer adjust their offers based on the visible competition was a moment of real empowerment for him. He realized that, for once, he was in complete control, and every buyer in the running knew they were playing a fair game.

Terms Beyond Price – Flexibility in Negotiations

While price often grabs the spotlight, there are other terms in a contract that can be just as critical to a seller's decision. With the EZ Platform, flexibility in negotiations becomes a key advantage. You and your client have the opportunity to weigh these other factors—closing dates, contingencies, financing terms, and even personal preferences that may align with the seller's needs.

For Alan, a swift closing was ideal, as he was preparing for a move. One buyer offered an impressive price, but they required a longer closing period, while another buyer came in slightly lower but was ready to close in under 30 days. Having these options clearly laid out allowed Alan to consider what mattered most to him. Price was important, but timing and certainty also

played a role in his decision-making. With all offers visible and each term clearly presented, he felt like he could evaluate the full picture and wasn't pressured to focus on price alone.

The Transparent, Trust-Building Negotiation Process

Transparency throughout the offer and negotiation process is a game-changer, both for the seller and for the buyers. With traditional negotiation, sellers often feel like they're in the dark about the true state of competition, leading to hesitation and second-guessing. But the EZ Platform removes this barrier, giving sellers a front-row seat to every offer and every update. For Alan, this wasn't just about seeing the offers come in; it was about building trust in the entire process.

For buyers, this transparency is equally beneficial. Knowing the details of other offers allows them to tailor their own bid without worrying they're being strung along or outbid by phantom offers. They see the market competition for what it is, and they can adjust their offers based on real data. The trust created through this level of visibility not only helps sellers secure higher bids but also reinforces their confidence in the process and in you as their agent.

Empowering Sellers to Make Confident Decisions

The beauty of the EZ Platform in negotiations is that it allows sellers to choose based on their personal priorities rather than feeling boxed in by numbers alone. For Alan, this meant he could balance price with convenience and certainty, knowing that he was in control at every turn. He didn't have to guess whether an offer was solid—he could see the full scope of what each buyer was bringing to the table, and he could negotiate without feeling pressured or uncertain.

With EZ, clients don't just feel they're making the best decision—they know they are, and they trust the process that got them there. This confidence transforms the entire negotiation stage from a source of stress to a phase of empowerment. Alan was thrilled to realize that he wasn't being rushed or forced into a decision; he could take his time, weigh his options, and negotiate based on the terms that worked best for him.

Closing Thoughts: Turning Negotiations into a Win-Win

The EZ Method doesn't just make negotiations easier; it makes them more meaningful and rewarding for both clients and

agents. By empowering clients with real options and full transparency, you turn a traditionally tense process into one that strengthens trust and highlights the value you bring as an agent.

Takeaway: With the EZ Platform, negotiations become an empowering experience for clients. By providing transparency, real-time updates, and flexible options, you create an environment where clients can make confident decisions that align with their goals—turning the offer process into a true win-win.

Chapter 9



Closing with Ease and Setting the Stage for Repeat Business

By the time we get to closing, we've built trust, tackled objections, and delivered results. For many agents, closing can be the most stressful part of a sale, filled with last-minute details and the potential for surprises. But with the EZ Method, closing transforms from a nail-biting finish into a smooth, satisfying conclusion that strengthens relationships and paves the way for future business. When I sat with Alan during closing, I could see firsthand how this approach left him confident, satisfied, and genuinely impressed with the entire experience.

In this chapter, we'll walk through the strategies that make closing an easy, engaging process, explore how to use it as an

opportunity to solidify relationships, and share tips for capturing those golden moments that lead to repeat business.

Turning Closing into a Smooth, Positive Experience

With the EZ Platform, we take the guesswork and stress out of closing. Instead of scrambling to tie up loose ends, the platform keeps all documentation accessible, organized, and transparent from start to finish. This isn't just a convenience—it's a chance to reinforce the trust we've built and create a memorable experience for clients.

For Alan, this final stage was where everything came together. He could see the entire offer history, review any notes, and clearly understand every part of the transaction. The transparency we'd established in the offer stage continued here, and that consistency gave Alan confidence that he was in the best hands possible.

The EZ Platform doesn't just help clients; it's a tool that brings you closer to the entire team: the buyer's agent, lender, and title company. A seamless closing experience strengthens these relationships, making future transactions easier and more collaborative.

Keeping Clients Engaged Through the Final Steps

In traditional real estate, clients often feel like the agent disappears once the deal is set to close. But the EZ Method encourages engagement right up to the final signature. Here's how I kept Alan informed and confident all the way through closing:

- **Frequent Updates:** I sent regular updates through the EZ Platform, even for small steps. This kept Alan in the loop and eliminated any lingering questions. Simple notifications like “The lender has completed the appraisal” or “Title paperwork is ready for review” kept the process moving smoothly.
- **One-on-One Meetings:** I took the time to meet with Alan, explaining each document we'd review and sign, so he felt confident going in. He could see I wasn't just there for the sale but was invested in his experience every step of the way.
- **Inviting Reflection:** At our last meeting, I encouraged Alan to share his thoughts on the process. He was genuinely grateful for the clarity, the transparency, and the fact that he never had to chase me for information.

His reflection on the experience reaffirmed my approach—clients don't just want results; they want an experience that feels good from start to finish.

Capturing the Moment: Real-Time Reactions and Testimonials

Closing is one of the best times to capture client reactions. They're at the peak of satisfaction, and you can see it on their faces. I always take a moment to capture a quick testimonial or photo with clients like Alan. Not only does it serve as a powerful piece of social proof, but it also creates a memorable moment that clients enjoy.

With Alan, I asked if he'd be comfortable sharing a few words on his experience with the EZ Method. He lit up, happy to express how easy, transparent, and empowering he'd found the whole journey. Moments like these aren't just good for future business—they're a way to celebrate a successful journey with clients.

Pro Tip: Even if your client is camera-shy, ask for a written review or a quick email about their experience. These testimonials serve as authentic, compelling endorsements that resonate with future clients.

Setting the Foundation for Repeat Business and Referrals

Closing isn't the end of the client relationship; it's a stepping stone for what comes next. Every positive experience plants the seed for repeat business and referrals. Here's how the EZ Method helps lay the groundwork for future opportunities:

1. **Reinforcing Transparency and Simplicity:** When clients like Alan see how smooth, transparent, and stress-free their sale was, they're more likely to remember and recommend you. The EZ Method's simplicity becomes a talking point for clients who are excited to share their positive experience with friends, family, and neighbors.
2. **Staying Connected Post-Closing:** I always follow up with clients a few weeks after closing, checking in and making sure they're settling in smoothly. For Alan, this was a chance to reflect again on the journey, and he was quick to share his appreciation. Little touches like this help keep you top of mind for future needs.
3. **Inviting Referrals:** Don't be afraid to remind clients that you'd love to work with their friends or family. After seeing the value of the EZ Method firsthand, clients are

often eager to share your name with others. In Alan's case, he ended up referring two friends who were considering listing. The confidence he felt in the process translated into a referral, proving that a great closing experience has a ripple effect.

Heuristic – The Peak-End Rule: Psychologists have shown that people remember experiences based on how they felt at their peak and at the end. The EZ Method's seamless closing stage creates a positive final impression that sticks with clients. By making this last step as smooth and satisfying as possible, you leave clients with a memory that will shape their perception of you for years to come.

Closing Thoughts: Celebrating Success and Setting the Stage for More

Closing isn't just about finalizing paperwork—it's about wrapping up a positive journey with a strong, lasting impression. The EZ Method transforms closing from a chore into an opportunity to celebrate, connect, and pave the way for future business. When clients walk away feeling informed, valued, and empowered, they're far more likely to come back and refer others.

Takeaway: The EZ Method makes closing an easy, engaging process that builds trust, celebrates success, and sets the stage for more. By keeping clients informed and involved, you're not just ending a sale—you're building a relationship that will bring you repeat business, referrals, and a steady stream of clients who trust you to guide them through their most important transactions.

Chapter 10



Building Long-Term Success – Creating Referrals and Repeat Business

The true magic of the EZ Method is that it doesn't just stop at closing a sale; it lays the groundwork for long-term success, creating loyal clients and generating valuable referrals. When a client sees their home sell for a great price with full transparency and ease, they remember it. And when they feel empowered and supported throughout the process, they're likely to tell their friends, family, and neighbors.

One of my favorite parts of this method is that it naturally builds loyalty. When clients feel involved and respected, they don't just walk away at closing—they stay connected. This chapter is about how the EZ Method transforms satisfied clients into advocates

and referral sources, setting you up for repeat business and a growing network.

The Foundation for Long-Term Success: Satisfied Clients Become Advocates

I'll give you an example. When I worked with Alan, he was blown away by the transparency and ease of the process. The ability to see every offer in real-time gave him a confidence he hadn't experienced in previous real estate transactions. By the end, he wasn't just satisfied—he was genuinely thrilled with the outcome and the experience. Alan wasn't just happy to work with me; he was eager to tell others about it. Within a few weeks of closing, he'd referred me to two of his friends who were getting ready to sell. And those referrals weren't just business opportunities—they were warm leads, ready to go.

When clients experience this kind of empowerment and ease, they become natural advocates. They share the story of how the EZ Method helped them achieve a successful sale with friends, family, and anyone they know who's thinking about selling. And that's the foundation of long-term success: each transaction plants a seed for future growth.

Staying Connected with Clients After the Sale

After the transaction closes, my work isn't done. Staying connected with clients like Alan helps keep the door open for future business. Here's how I approach it: I make it a point to reach out after closing, checking in to see how they're settling in, and making sure they feel they can call me with any real estate-related questions—even if it's just to get advice or insights. A quick phone call or even a simple check-in email goes a long way in reinforcing the relationship.

When I send holiday cards, market updates, or quarterly newsletters, I'm keeping myself in my clients' lives in a natural way. And because they remember the positive experience with the EZ Method, these touchpoints remind them why they'd want to work with me again, or why they'd recommend me to someone they know. Every interaction builds on the goodwill established during the transaction, keeping me top-of-mind without feeling intrusive.

Practical Tips for Creating Referrals and Building Client Loyalty

1. Send a Personal Thank-You Gift or Card

After every closing, I like to send a thank-you gift. It doesn't have to be extravagant—a personalized note or a thoughtful gift can go a long way. For Alan, I sent a thank-you card with a little note about how great it was to work with him, and he really appreciated the gesture. This small touch leaves clients with a positive final impression, cementing that feeling of trust and goodwill.

2. Create Regular Touchpoints

Staying in touch doesn't have to be complicated. A quarterly email with a market update, a holiday card, or even an occasional call to see how they're doing are all simple ways to remind clients of your value. Because the EZ Method emphasizes transparency and client empowerment, staying connected is about offering value, not pushing for more business.

3. Leverage the EZ Platform for Ongoing Value

One unique aspect of the EZ Platform is that it can help keep you top-of-mind even after the sale. For instance, I let clients

know they can reach out if they're curious about the market, need a property valuation, or just want to understand how their home's value has changed. I've found that clients who experience the power of the platform during their sale love that they can still lean on it for insights afterward. By inviting them to stay connected with EZ for periodic updates, I'm keeping them engaged in a way that feels valuable, not intrusive.

4. Ask for Referrals Gently

After a successful transaction, I often ask clients to keep me in mind if they know anyone who could benefit from the same approach. The conversation isn't forced—it's just a friendly reminder that I'd love to help someone else achieve the same great results. When they've seen the EZ Method in action and experienced the benefits firsthand, they're usually more than happy to refer me.

Real-World Examples: Satisfied Clients as Your Best Marketing Asset

One of the best parts of the EZ Method is how naturally it turns clients into advocates. I've worked with clients who started out cautiously optimistic and ended up referring their entire friend group after closing. The transparency, ease, and sense of

empowerment they felt weren't just a good experience—they were memorable. These clients didn't just appreciate the result; they loved the journey, and that made them eager to share it.

Take Alan, for instance. After his closing, he referred two other clients to me within weeks. His words to them were something like, "You have to try this—it's like no real estate process I've seen." When clients have that level of excitement about their experience, they become your best advocates. Each referral they send comes with a built-in endorsement, making your job easier and your network of warm leads stronger.

Takeaway: The EZ Method Isn't Just a Transaction; It's a Lasting Relationship

The EZ Method gives agents a unique advantage when it comes to client loyalty and referrals. When you create an experience that clients remember, they'll stay connected, and they'll spread the word. By focusing on transparency, ease, and empowerment, you're doing more than just selling homes—you're building long-term relationships and a reputation that brings clients back, again and again.

Takeaway: With the EZ Method, every transaction is an opportunity to build a future client base. By staying connected,

creating touchpoints that offer value, and positioning yourself as a resource, you're setting yourself up for a thriving business driven by loyal clients and enthusiastic referrals. The path to long-term success isn't just about closing deals; it's about creating an experience that keeps clients coming back and eager to spread the word.

Chapter 11



Embracing Flexibility with the Buyer Addendum and Listing Options

One of the most powerful aspects of the EZ Platform is its adaptability to fit each client's needs, regardless of their preferred listing style. With the Buyer Addendum, agents now have the flexibility to offer multiple listing options—whether that's a traditional listing, an EZ listing, or a hybrid of both. This flexibility doesn't just set you up for success in a changing real estate landscape; it provides a straightforward answer to many of the concerns we've been seeing in the industry, especially those from NAR.

Let me tell you, agents like Mona have seen this flexibility make a huge difference in their listings lately. For many clients, the EZ listing's transparent, competitive style has been a revelation.

They see the potential for real-time offers and a transparent process that ensures every bid is visible. More importantly, the flexibility of the platform means they can decide to list traditionally if that's what makes them most comfortable, while still accessing all the benefits the EZ Platform provides. I've had sellers tell me that this approach feels like a breath of fresh air in an industry they've often viewed with suspicion or caution.

How the Buyer Addendum Works to Empower Choices

The Buyer Addendum allows for the inclusion of different options in a single listing. This means you're no longer limited to a one-size-fits-all approach.

With the EZ Platform, the addendum provides three pathways:

1. **Traditional Listing:** For sellers who want a more classic approach, with the agent controlling the pricing and offers more directly.
2. **EZ Listing:** A transparent, competitive bidding model where buyers place offers through the platform, giving the seller a clear view of demand and driving up value organically.

3. **Hybrid Listing:** A custom combination of both models, leveraging the EZ Platform's tools to enhance transparency, even if certain aspects are handled traditionally.

This flexibility transforms the EZ Platform into a tool that's always relevant, regardless of the listing type. And because the addendum clearly outlines the expectations for buyers and sellers alike, it eliminates a lot of the concerns that NAR and other regulatory bodies have been discussing.

We're not reinventing the wheel; we're just making it roll more smoothly.

How Flexibility Helps Win Listing Appointments

The flexibility to choose between listing types is a game-changer in winning new business. Picture this: a seller comes in with a traditional mindset, skeptical of anything that sounds "too new." Maybe they've heard about the transparency of the EZ listing but don't think it's for them. With the addendum, you can walk them through how the EZ Platform can support a traditional approach while still providing real-time offer tracking, updates, and transparency. That's a competitive edge that not only builds

trust but shows the seller that you have options to meet their exact needs.

This flexibility keeps the EZ USP at the forefront of every listing appointment. You're no longer just pitching one approach. You're showing them that they have choices, and they're in control. And let me tell you, nothing builds confidence in a client like knowing their agent is listening and tailoring the process just for them.

Leveraging the EZ Platform as a Consistent Tool

Here's the big takeaway: by offering these listing options, you're making the EZ Platform an essential tool for every client, no matter how they want to list. You're no longer limited to using the platform only for EZ listings. Now, you can bring the EZ USP to every conversation, every appointment, and every listing, positioning yourself as the agent who's ready to adapt and evolve with the client's best interest in mind.

The industry's shifting fast. Agents who embrace flexibility and transparency are the ones who will thrive. With the Buyer Addendum, you're not just meeting these new demands; you're setting a higher standard for client satisfaction, making it clear that you're here to listen, adapt, and deliver results. That's how

you turn clients into repeat business, and advocates who spread the word about the EZ way.

Takeaway: Flexibility Creates Lasting Trust and Loyalty

With the EZ Platform's Buyer Addendum, you're not just a one-note agent—you're adaptable, you're innovative, and you're giving clients choices they can feel good about. Whether it's a traditional, EZ, or hybrid listing, you're proving that real estate can be simpler, fairer, and more transparent than ever. This flexibility isn't just a feature; it's a mindset, and it's exactly what today's clients are looking for. The future of real estate is here, and with the EZ Platform, you're positioned to lead it.

Final Words



Embracing the Future of Real Estate

The EZ Method isn't just a new way to sell homes—it's a fundamental shift in how we serve our clients and run our businesses. Throughout this book, I've shared not only the methods that have transformed my approach but the principles that are reshaping real estate. In a world where clients demand transparency and crave control, the EZ Method delivers, and it's creating a path that benefits both buyers and sellers in ways we've never seen before.

If you've made it to this point, I'd bet you're more than ready to leave behind the limitations of traditional real estate. You've seen how the EZ Platform empowers clients, drives demand, and helps agents bring more to the table. It allows you to replace the mystery with clarity, to give your clients a front-row seat to

the process and invite them into each step. It's simple, direct, and, honestly, it's the future of real estate.

Imagine being that agent—the one clients come back to, the one they recommend to friends and family without hesitation, because they've experienced something better. The EZ Method gives you the power to not just close deals but to build relationships rooted in trust, understanding, and genuine value. By embracing this approach, you're stepping into a new role as a trusted advisor, not just a middleman. You're someone who not only brings expertise but who puts the client's best interests at the heart of every transaction.

I have a vision for the future of real estate: it's transparent, simple, and focused on empowering everyone involved. The days of complicated, opaque negotiations are behind us. Agents who understand this shift, who are ready to pick up these tools and put them to work, are the ones who will lead the way. With the EZ Method, you have everything you need to create not just a successful business but a lasting legacy in your community.

So here's my challenge to you: go out there and make it happen. Transform your business, serve your clients better than ever before, and embrace this new chapter in real estate. The future

is yours to shape, and it starts with every listing, every open house, and every client you serve. Let's change the game—one property at a time.

What's Next:

For Agents Who've Already Signed Up as an EZ Listing Specialist:

Welcome to the EZ Family!

You've taken a decisive first step by becoming an EZ Listing Specialist. Now, it's time to lean in, use every tool, and make the EZ Platform work for you in ways that will set you apart and elevate your business. This isn't just a certification—it's your path to being the agent clients turn to, trust, and refer.

Here's what's next:

- **Engage with the EZ Community:** Join the conversation. Our network of specialists is here for you, sharing insights, asking questions, and supporting each other as we make real estate better.
- **Maximize the Platform:** Whether it's a traditional, hybrid, or EZ listing, remember—you have flexibility on your side. Show sellers they can have the transparency and control they're looking for, no matter the listing type.

- **Lean into Your Unique Value:** You're offering what most agents can't. The EZ Method and Platform allow you to give clients a standout experience that builds loyalty, trust, and referrals.

You're set up for a future-proof career and a reputation built to last. Here's to making an impact, building an unshakable reputation, and leading clients confidently into the future of real estate. Welcome to a career that's only just beginning to unfold its potential.

For Agents Ready to Become EZ Listing Specialists:

Ready to Elevate Your Business? Join Us and Set a New Standard in Real Estate!

If you've read this far, you're already seeing how the EZ Method can transform not just how you work, but how clients experience real estate with you. This isn't just a new approach—it's the method that's changing the game, winning client trust, and giving agents like you a serious edge.

Here's what joining the EZ Platform means:

- **Real Differentiation:** In any market, clients are looking for an agent who can offer clarity, control, and trust.

With EZ, you'll have a platform that delivers this from the start.

- **Future-Proof Your Business:** Real estate is shifting fast, and clients expect more. The EZ Method lets you meet those expectations and exceed them, positioning you for long-term success.
- **Community and Support:** Join a network of forward-thinking agents who, like you, want to lead the future of real estate. From training to support, everything you need is here.

The EZ Method isn't just another tool—it's a new standard. Join us, become an EZ Listing Specialist, and start setting yourself apart in ways that clients remember.

Ready to take the next step? Visit EZRealEstatePlatform.com to learn more and sign up.

Robert Climer, Co-Founder of EZ Real Estate Platform, turned his years of expertise in golf management into a winning strategy in real estate. Since 2006, Robert has built a reputation for listening to clients, anticipating their needs, and delivering results that make buying or selling a home an experience they actually enjoy.

With the real estate world shifting daily—NAR lawsuits, tech giants taking our listings, and lead systems draining us dry—it's time for a platform that puts power back in the hands of agents and their clients. The EZ Real Estate Platform was designed to give you the edge: transparency, control, and a strategy that really works.

Robert's mission is simple: to help agents take back their business, clients feel the love of real estate again, and brokers save their teams from failure. And yes, he's putting a little fun back in the game. Because as Robert says:

"Let's take the hard work we've put in and PUTT it right back into your hands."

Read this book if you are:

- *An agent who wants to fall back in love with real estate.*
- *A buyer or seller who dreams of a better, easier process.*
- *A broker determined to save their business and inspire their team.*

This isn't just a guide—it's an inspiring story that offers the solution you're looking for.

