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Don't Buy Or Sell A Home Without This Real Estate App

Quigler gives New York real estate agents the ability to earn a client's trust

By David Michonski

Nearly 40% of Americans say buying a home is the most stressful event in modern life, according to a recent survey of 2,000 homebuyers by homes.com. Another 44% said they felt nervous throughout the entire home-buying process, and 30% of respondents said they were reduced to tears while going through the experience.

Part of the reason is that the average American buys or sells only once every nine years. This can be due to many reasons, including up or downsizing, the current market or simply, ownership. The process followed is opaque; consumers often don't know what to expect of their agent, what's expected of them

during what's often the largest financial transaction of their lives for which they pay one of the largest fees.

The other reason is that, while many turn to a real estate agent looking for guidance and assistance, they haven't been walked through the process and don't know what to expect. If, like in many relationships, communication is lacking, the process of buying or selling a home can become strained and stressful.

Enter Quigler, a tool that makes it easy for real estate agents to give consumers unprecedented transparency and accountability while keeping the buyer and the seller "in-the-know" with instantaneous text and email communication.

Quigler informs sellers, buyers and agents on federal/state law and the Code of Ethics require the agent to do at every step in the process with specific actions or “to do’s.” Agents can invite consumers to join them in the app and follow along, always knowing where they are in the process, what the agent has done and what remains to be done.

“Most of these state and federal laws are consumer protection oriented and meant for both sides to have a better experience, and they must be followed,” said Neil Garfinkel, managing partner of law firm Abrams Garfinkel Margolis Bergson, LLP, and broker counsel to the Real Estate Board of New York. “Quigler makes that easy.”

According to the National Association of Realtors, 93% of consumers want knowledge of the real estate process and 92% want responsive communication, yet studies show 67.5% of consumers say they don’t trust a real estate agent. Quigler automates a formula for creating trust.

Quigler makes the whole transaction process transparent and breaks it into simple-to-follow steps and actions, from A to Z, available 24/7 with automated communication, time-stamped and dated, creating unprecedented accountability for the consumer. For example, in New York City, agents can make sure to enjoy all the REBNY requirements in addition to federal and state law requirements.

Currently, 250,000 of the 1.3 million agents in the U.S. have federal and state law content loaded, while the remaining states all have federal law and the National Association of Realtors Code of Ethics loaded. When you give consumers greater transparency, process involvement and open communication, it generates more trust, which in turn generates more business.

By using the application, an agent empowers their client to know what everyone must do, when and why. It even provides the forms necessary and the penalty for non-compliance which, in the case of federal law, can be as high as 10 years in prison and a \$500,000 fine.

How it Works

Consumers log in for free. They can invite their favorite agent to join or click on “Find an Agent” to see agents using Quigler and connect with them. Agents can obtain a free 30-day trial. Thereafter, it’s \$298 per year.

When an agent on Quigler completes a required action, the client gets an instant time-stamped and dated notification, creating a running record and automating an additional layer of welcome and valuable communication for a client.

What results from this accountability is a business genera-

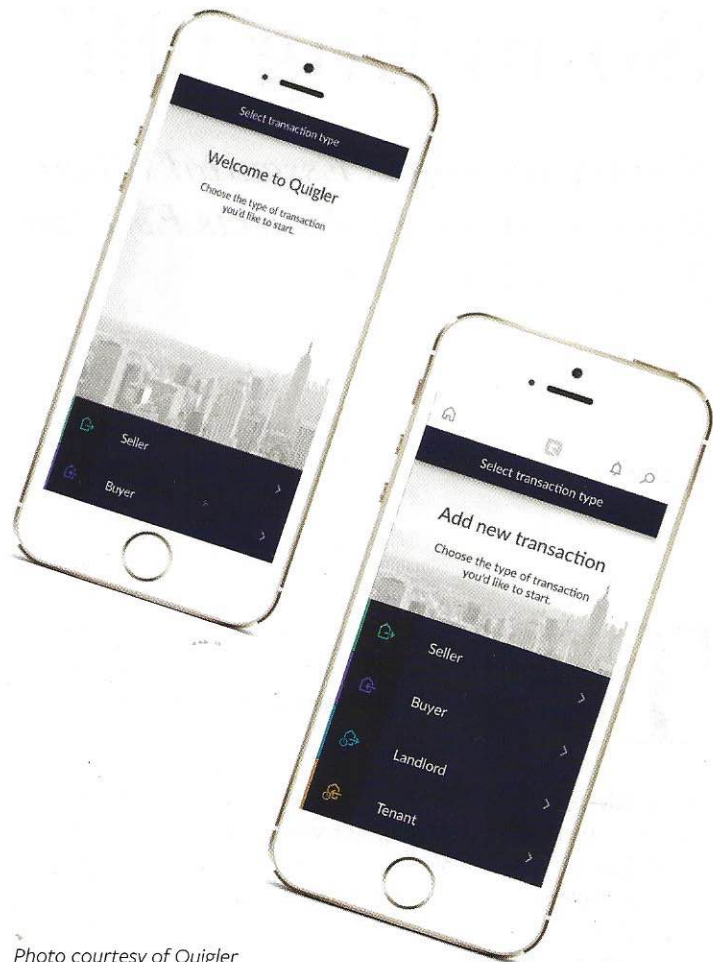


Photo courtesy of Quigler

tion-lead conversion tool any agent can have to create more trust. It generates referrals, testimonials and an ongoing flow of clients more likely to recommend that agent and refer business. It also builds brand loyalty. Customers will continue to use Quigler and it will become their go to for both buying and selling their homes due to the ease, convenience and service.

Michonski says good agents are like swans gliding across a lake, making the whole process look as simple as possible. Meanwhile, they are paddling furiously under the water. Quigler is not only a personal guide and mentor for agents, but it also acts like a personal Public Relations firm, informing consumers of the many actions agents do that consumers never see. This not only puts the consumers best interests at the forefront, it further demonstrates Quigler’s policy on transparency; no more mystery and buyers and sellers are always in sync.

Quigler empowers agents to give clients a tool that generates results and helps provide a steady stream of referral business for life.

For more information about Quigler, contact David Michonski at david@quigler.com or at 203-570-5477.