



Mastering REALTOR® Relationships



Marlene Llamas Leon, CRS, ABR, CIPS, PMN
LPT Realty

Arthur Shabetayev

Cardinal Realty



Realtors® | Speakers |
Connectors





Galaxy S23 Ultra



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Relationships Create Revenue

Please Stand



Today isn't
about closing
transactions.

It's about building the
relationships that
create them!

Around the World!



Which Relationships Need More of Your Attention?

- ▶ A Broker who gave you a chance.
- ▶ That client who referred everyone they knew.
- ▶ The REALTOR® who sent you business.
- ▶ One volunteer opportunity that changed everything.

YOUR LOCAL REAL ESTATE AGENT



Marlene Llamas Leon
REALTOR®/SBSA, CRS, ABR, C2EX, AIWD, GIPS, PMN, PSA

- Born & raised in South Florida, I, Marlene, serve Miami Dade & Broward counties. I work around YOUR schedule!
- Awarded 1 of 2021's Top 20 under 40 by Miami Realtor's Miami YPN
- District 4 Director for Florida Realtors since 2020

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale & purchase of their home is such an honor and pleasure for me."

-Marlene

lpt **reality** **ML**
Luxury Home Market Specialist

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Prudential Real Estate Group

Actively involved, expert & professional assistance

Serving our community as a REALTOR® for 16+ years

2020-2026 Florida Realtors® District 4 Director

2021 President, Women's Empowerment REALTORS® - Miami Dade

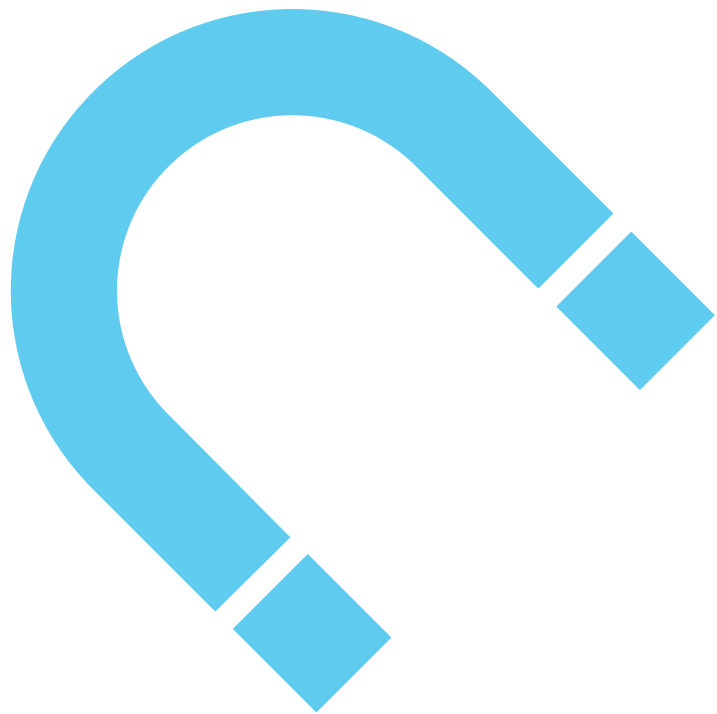
Honored as one of Miami YPN's Top 20 Under 40 in 2021

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Luxury Home Market Specialist

Marlene Llamas Leon
CRS, GIPS, ABR, PMN, C2EX, AIWD, PSA

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The Best Real Estate Agents are Referral Magnets!

How many of us have received referrals from another REALTOR®?

Add Value Before You Ask for Value

- ▶ Strong relationships aren't built by asking...
- ▶ They're built by giving.
- ▶ Ways to add value every day:
 - ✓ *Share knowledge and market insights*
 - ✓ *Celebrate others' accomplishments*
 - ✓ *Be a resource—even when there's no transaction*
 - ✓ *Follow up with purpose, not just to ask for business*
 - ✓ *Solve problems before you're asked*



Leadership Positions within Real Estate are an Amazing Resource for Connecting with Realtors® around the Globe!

Miami Dade's Women's Council of Realtors® 2021 President



Florida Realtors® Director since 2020



Miami YPN Ambassador in 2024



Miami YPN Board Member in 2025 & 2026

Leadership offers Global Opportunities



Dubai in 2024



Valencia, España in 2024



Toronto, Canada in 2025



Toronto, Canada in 2026

Connection Over Perfection

- ▶ Don't be a robot—be human
- ▶ Social Media: Let them into your world
- ▶ Share your story and listen to theirs
- ▶ Humor, empathy, and honesty = magic
- ▶ You're not just their colleague, you're their friend & valuable source of Business!

Your Presence Speaks Before You Do

People Notice:

- Grooming
- Professionalism
- Energy
- Your Watch
- Shoes
- Accessories

These details can communicate:

- Confidence
- Attention to Detail
- Professional Pride



Language Builds Trust & Culture Builds Connection

Speaking Someone's Language Helps Create:

- Comfort
- Trust
- Stronger Connection
- Deeper Understanding

Cultural Awareness Helps Us Understand:

- Communication Styles
- Values & Expectations



Marlene

- English
- Spanish



Arthur

- English
- Russian
- Hebrew

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect.

Take out Your Phone

Let's Do the Following...



Let's Keep In Touch!

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