

agent **MATTERS**

OCTOBER 7TH 2026

Weekly Newsletter



Heber Kalchauer

NEXA
Lending
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Your Source of What Matters



This week's Agent Matters looks at the escalating fight between CRMLS and Compass over private listings and why the outcome could reshape MLS cooperation rules across the country. We break down why agents should measure social media success by local conversations and business instead of views and followers, how curiosity and genuine impact can create stronger relationships, and why persistence matters when progress gets uncomfortable. You'll also see why AI should handle more of the information while agents focus on the human side of the transaction, how to use the final 90 days of 2026 to build momentum for 2027, and why rising Treasury yields could keep mortgage rates under pressure.

HOLDEN KELLERHALS
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STORIES THAT MATTER

CRMLS Sues Compass First in Private Listings Showdown

California Regional Multiple Listing Service didn't wait to get sued. On Monday, CRMLS filed a lawsuit against Compass in federal court in New York, one day before a deadline Compass set for the MLS to stop fining agents who publicly market office-exclusive listings.

Compass sent a demand letter in September threatening to "spend millions of dollars to sue CRMLS and other MLSs" if it didn't back down. CRMLS refused, announced a legal defense fund to support other MLSs facing similar threats, then moved first.

The lawsuit asks a judge to declare the MLS's cooperation rules lawful under antitrust law. It also seeks to block Compass from pursuing antitrust claims over those rules.

At the center is CRMLS Rule 7.9, which requires brokers to submit listings to the MLS within one business day of public marketing. Brokers can keep listings in-house, but only if they aren't publicly marketed.

CRMLS says brokerages can't have it both ways, advertising a home to attract buyers while withholding it from the cooperative whose data they still use. Compass argues sellers should be able to publicly market office exclusives without their agents facing thousands in fines. Compass says MLSs serving more than 350,000 agents in 12 states already allow the practice.

Why This Matters:

This case could decide whether MLS cooperation rules survive. Until it's settled, follow your local MLS rules closely, because the fines are real. If a seller asks for an office exclusive, explain the tradeoffs and document their decision in writing. Watch how other MLSs respond, since this fight could reshape listing rules nationwide.

STRATEGIES THAT MATTER

Social Media Is Changing Fast. Your Measure of Success Shouldn't

Platforms are giving creators more ways to turn attention into action, but the rules keep getting more complicated. YouTube is raising monetization thresholds starting February 2027, Instagram is testing an automated comment-to-DM feature for ads, and MapQuest just staged an unexpected comeback. For real estate professionals, the bigger question is what social success should look like when your real business happens off-platform.

A small local audience beats a massive random one. Shorts creators will soon need 10 million qualified views over 90 days to earn from YouTube's Shorts pool. You don't need any of that. A relatively small audience of local homeowners, buyers, and sellers is far more valuable than millions of viewers with no connection to your market. Focus on useful, searchable video content, and if you ever add sponsorships or affiliate links, treat disclosure as standard practice.

Your existing reputation can be reactivated. MapQuest climbed to the top of navigation app rankings after landing in a national conversation, with usage reportedly jumping roughly 50-fold. Decades of name recognition were just waiting for a reason to wake up. A timely post tied to a local conversation or a bit of nostalgia can put you back in front of people who haven't thought about you in years. Make sure your profile and website give them a reason to stay.

Make the keyword exchange worth it. Instagram's Reply to Keywords test automatically sends a DM when someone comments a chosen word on a promoted post. Think "Comment MAP for my neighborhood guide" or "Comment VALUE for the local market report." The resource has to be genuinely useful, not engagement bait.

Why This Matters:

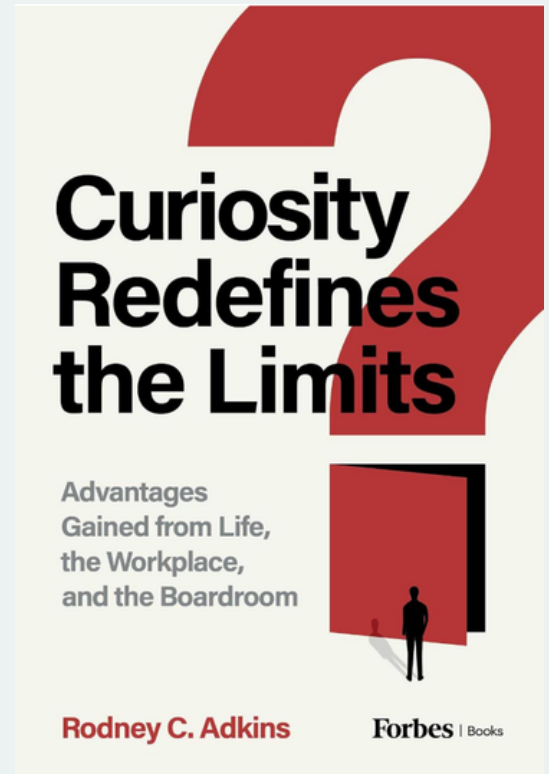
Your most valuable monetization program is still your actual business. Chasing platform payouts pushes content toward mass reach instead of the local relevance that generates listings and referrals. Measure your social strategy by conversations, leads, referrals, and local recognition. Those numbers will tell you far more than any creator dashboard ever will.

“Persistence becomes powerful when you stop treating every setback like evidence you should quit. **Progress often looks ugly up close: slow stretches, missed targets, doubt, and days when nothing seems to move.** Keep building anyway. The people who stay in the fight long enough give themselves chances that quitting would have erased.”

LESSONS THAT MATTER

BOOKS THAT MATTER

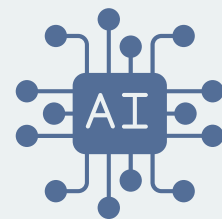
Curiosity Redefines the Limits – Real estate changes constantly, and agents who stop learning eventually fall behind. *Curiosity Redefines the Limits* shows how asking better questions, challenging assumptions, and staying open to new ideas can sharpen decisions, strengthen leadership, and uncover opportunities others overlook.



PODCASTS THAT MATTER



Income Is a Direct Result of Impact – Real estate referrals don't have to come from constantly reminding people what you do. Erin Bradley built a thriving mortgage business by shifting her focus from transactions to impact. In this episode of *Real Estate Insiders Unfiltered*, Erin explains how replacing insecurity with curiosity transformed the way she approached relationships, prospecting, and growth. She shares why structure can create more freedom, how to overcome call reluctance, and why protecting your energy matters. Her philosophy is simple: stop entering every conversation looking for business. Focus on helping people first, create genuine impact, and give the opportunities a reason to follow.



AI Is the Oracle. You're the Companion.

AI can answer almost any real estate question in seconds. That's a good thing. Better-informed clients ask better questions.

But information isn't guidance.

The oracle and the companion: Every great story has a wise character who can answer any question. But that character never walks the road. They aren't there when the hero doubts themselves at the fork in the path. That's your job.

What AI doesn't know: Zillow and ChatGPT can tell your client what generally happens. They don't know what happened around their kitchen table last night. The job change. The aging parent. The quiet fear of making the wrong decision. Those aren't information problems. They're human ones.

Your role isn't smaller. It's clearer. AI keeps evolving, but the heart of this profession doesn't. Great agents don't compete with technology. They build on it. Less time chasing information. More time understanding people.

Four ways to put this into practice:

Let AI carry the research, not the relationship. Draft comps and market updates with it. Spend the time you save at the kitchen table.

Protect your voice. Don't let AI write over the person your clients hired.

Listen past the transaction. A job change or a nervous kid starting school is the arc of their story. Use your CRM to keep those details top of mind.

Find the fork in the path. When a client hesitates over a scary number or a deal about to fall apart, links and FAQs won't help. They need you.

Bottom line: The client is always the hero. You're the trusted companion. No algorithm replaces that. Let technology make you more present.

VIDEOS THAT MATTER

The fourth quarter isn't the time to slow down. It's Separation Season. In this video, agents get a practical 90-day plan for finishing 2026 strong while building momentum for 2027. The strategy focuses on consistent prospecting in October, strengthening relationships through intentional gratitude in November, and using December to identify future buyers and sellers. Instead of waiting for January to rebuild the pipeline, agents can enter the new year with conversations happening, appointments scheduled, and opportunities already developing.



WATCH NOW



MARKET UPDATES THAT MATTER

Last Week's Mortgage Rate Recap: Rates moved higher 📉

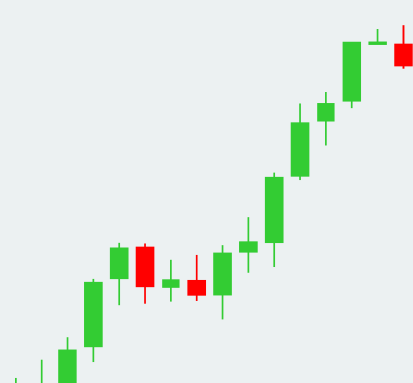
Mortgage rates continued to climb last week despite slightly lower oil prices, weaker-than-expected labor data, and markets backing off expectations for a Fed rate hike this month. There was a lot of day-to-day volatility, but pressure on global bond markets ultimately helped push rates higher.

This Week's Mortgage Rate Forecast: Rates could get worse 📉

Unfortunately, it doesn't look like rates will be moving lower anytime soon, and they could continue to creep higher. Treasury yields are still near their highest levels in decades and continue to rise, which will keep putting pressure on mortgage rates.

What's affecting rates this week:

- **Oil:** Oil prices will continue to influence mortgage rates this week, although the connection between the two hasn't been quite as strong recently.
- **Economic data:** There are only a few reports this week that could influence mortgage rates, and none that require a lot of attention from us.
- **Bond yields:** Yields continue to rise globally, and as the 10-year Treasury yield moves higher, mortgage bonds are likely to sell off as well, putting additional pressure on mortgage rates.



Thank you!

Forward or Reverse... Let's Make It Work!

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