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GUIDE 5 · FOR SOMEONE DECIDING

Why Nest

Advisor is a job description, not a title. What we require of anyone who carries it, what the title gets in return, the three roles, and the place at 2610 Walbert Avenue.

THE DIFFERENCE

Who carries the risk of being wrong

An agent is paid to move a transaction toward closing. That is not a criticism; it is the structure of the job, and most agents work honorably inside it. But the structure means the person advising you has a financial interest in one particular answer, and almost never puts the reasoning in writing.

An advisor is paid to be right about whether the transaction should happen at all.

That is a harder standard, it is slower, and it costs the firm money in the cases where the honest answer is no. It also means the advice has to be recorded, because advice nobody wrote down is just conversation, and conversation cannot be checked afterward. Everything in this piece is what we require of anyone who carries the title here.

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Six obligations, in the order they happen

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What the title requires in return

Six things

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2610 Walbert Avenue, and the tools

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Five steps, no pressure at any of them

THE ADVISOR PROMISE

Six obligations, in the order they happen

An advisor who skips one of them has not done the job, whatever the outcome of the transaction. Each becomes a documented step in the transaction file, and a named reviewer signs the file before anything leaves the office.

- 1 LISTEN**
Understand what the client is trying to accomplish before proposing how. The stated goal is often only part of the real goal, and the difference is usually where the money is. This is the step the industry most often skips.

- 2 ADVISE**
Explain the opportunities and the risks, both of them, in writing, early in the process. Including the risk of doing what the client came in wanting to do. Including the possibility that the right answer costs us the commission.

- 3 STRATEGIZE**
Develop an approach and explain why it is the right one. Price, timing, sequence, condition, and what to spend money and time on before buying or selling. A recommendation without reasoning attached is a guess with confidence.

- 4 NEGOTIATE**
Protect the client's interests at the table, on terms as well as price: inspections, contingencies, timelines, occupancy and lender requirements, and the things that quietly cost more than the number everyone is arguing about.

- 5 EXECUTE**
Clear the hurdles between agreement and closing day. Appraisal, municipal inspections, title, the mortgage commitment, the final walk-through, and the settlement statement read line by line before anyone signs it. Errors on settlement sheets are ordinary and rarely in your favor.

- 6 FOLLOW UP**
Stay involved after closing, because there are usually leftover details: the answer you never got, an interim tax bill, a notice from an HOA, the refinance in three years. This stage produces no commission, which is exactly why it is so often forgotten.

THREE ROLES

Because experience is not one thing

A twenty-year veteran and a licensee in their first year need different support, carry different risk, and should not be paid off the same schedule. Most brokerages pretend otherwise and call it fairness.

ROLE ONE

Developing Advisor

Newly licensed or newly serious. Works with structured supervision and review to build the skills to move up to the next role: every file reviewed before release, scheduled training beyond state CE, paired on early transactions, and a defined path out of the tier, on a schedule that reflects the support being provided rather than pretending it is free.

ROLE TWO

Advisor

Established, independent licensee running their own book of business inside the firm. Full autonomy over client work, with a Broker review that protects the file rather than second-guessing the Advisor's judgement.

ROLE THREE

Partner Advisor

An Advisor who also builds the firm by mentoring, training, recruiting or running a practice area. Compensated for the business they bring and for their work of developing other advisors.

What the title requires in return

Continuing education past the minimum.	Fourteen hours every two years is a floor designed for the entire profession, not a standard of excellence. Advisors are enabled to establish a practice area of exceptional expertise as a way of establishing their own brand: new construction, downsizing and aging in place, veterans and VA loans, staging, luxury properties, first-time buyers.
Written advice, not remembered advice.	Your professional recommendations and reasoning go into the file. It takes a bit more time, and it makes your file defensible and cuts the misunderstandings that happen in a flurry of texts and emails between two or more people.
Willingness to lose the deal.	If the honest answer is "don't buy this one," an Advisor says so first and worries about a lost commission second.
Full-time practice.	We are not building a place to park a licence. Part-time practice is legitimate and plenty of firms do it well. This is simply not one of them.
Local knowledge.	We work where we are able to know the school districts, the flood plains, the zoning and which neighborhoods have quirks. Outside our area, we refer to someone who can provide an equal level of service.

**Participation in
the firm.**

Policy, training and the client experience are built by the people doing the front-line work. Questions, opinions and the occasional disagreement are positives; they increase cooperation and production.

STATED PLAINLY

What a Founding Advisor actually gets

Without the adjectives that usually carry this part of a recruiting page.

- A seat at the table where the compensation model is set, before it is set
- A voice on policy, training, technology and the client experience
- Your name on the firm's founding story, permanently
- A broker who answers the phone, not a support ticket
- The written compensation schedule before you affiliate, never after
- Office leads distributed by a written rule you helped write
- Documented broker review, so your file is defensible years later
- Your personal brand kept as yours, not absorbed into ours
- No franchise fee, because there is no franchise
- The complete policy manual to read before you commit to anything

THE HONEST OTHER SIDE

A firm with no track record, no closed transactions, and a roster being assembled from scratch. The licence and the MLS access are in hand; the reputation is not. Anyone weighing this should weigh that too. Equity, ownership or any financial interest in the LLC is not on the table: Nest Realty Advisors LLC is a single-member company and remains one. “Founding Advisor” describes a role in shaping the firm and a place in its story. It is not a share, and we will not blur that line to make the offer sound bigger.



The lobby at 2610 Walbert Avenue, from the interior study: finished in the five paints the brand carries.

THE PLACE

2610 Walbert Avenue, Allentown, and the tools

The most technologically advanced brokerage in the Lehigh Valley, and why we say it: a comparison of the technology backgrounds of the brokers who run Lehigh Valley firms, and the fact that this firm is led by a doctor of applied artificial-intelligence engineering who teaches AI as an adjunct professor at George Washington University and built the systems below for this office rather than licensing someone else's. When something needs to change, it changes the same week.

A full office suite

Private offices, open desks, a board room for closings and client meetings, a kitchen, and parking.

Toshiba e-STUDIO 3525AC

Professional-speed scanning and printing. A signed agreement scans straight into the transaction folder and is ready for signatures in under two minutes.

Lightning-fast internet

Fiber to the building, wired at every desk, guest wireless for clients.

Multiple TVs

Large displays in the board room and the open area, for showings, market data and presentations.

One file, from lead to closing

Buyer or seller, residential or commercial: the forms are laid out, the Drive folder is made, the commission is projected, and the pipeline shows where the money stands.

Forms filled from the file

Pick the forms; the office block, the property and the people are written in, the elections ticked, every signature line boxed and assigned.

A document workbench

Fills, marks up and merges any PDF in the browser, with every version kept.

Your own page, your own leads

Every advisor has a page on the site with a consult scheduler and a message form; both go to you, and the office tracks what came of them.

A published schedule, every line negotiable

The Standard schedule in writing before you affiliate, with the split, the broker fee and the desk fee spelled out in the Company Standard column of Exhibit A. Every line is negotiable — the Agreement says so in as many words — and licensees with a track record of success receive consideration. What you sign is what you keep: a later change to the published standard does not reach back into your Exhibit A. No franchise, no franchise fee.

Broker review, recorded

On every file, so it is defensible years later.



The suite in plan, from the interior study. Come and see the room; the list on the website is the same list.

NEXT

How the conversation goes

Five steps, no pressure at any of them, and you can stop at any point without it being awkward.

1 You write.

The form on the Join page at nestrealtyadvisors.net, or a direct email if you would rather. It goes to Nicholas and nowhere else. It is not shared, not added to any list, and we do not contact your current broker under any circumstances.

2 We send the manual.

The complete policy and procedures manual, with its statutory citations intact, and the current compensation draft marked as a draft. You read both before we meet, so the first conversation is about substance rather than orientation.

3 A private conversation.

Not a pitch. The agenda is the list of genuinely undecided questions — what the client experience should feel like, what an excellent advisor looks like in practice, what this firm should never become, how office leads should be earned — and your answers to them.

4 The founding group meets.

Everyone together, once there are a few of you. Mission, values, compensation, technology, lead rules, training, office culture. The outcome becomes policy rather than feedback.

5 Affiliation, when it is lawful.

No licensee can affiliate with Nest Realty Advisors LLC until the Commission's paperwork allows it. Nothing before that point is an offer of affiliation, and we will not ask you to resign anything or commit to anything while that is still true.

If this reads like the job you wanted when you started your career, take the next step.

nestrealtyadvisors.net/join.html · 610-345-NEST (610-345-6378) · 2610 Walbert Avenue, Allentown, PA 18104

Nest Realty Advisors LLC is a licensed Pennsylvania real estate broker, RB070473. Nicholas Christopher Birosik is Broker of Record, RM426494. Members of the Greater Lehigh Valley REALTORS®, the Pennsylvania Association of REALTORS® and the National Association of REALTORS®. Equal Housing Opportunity.



We are trying to build a small but mighty company that will attract good agents, good buyers and good sellers. The first people here will help write the rest of the story.

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