

ALL TIMES ARE CENTRAL TIME (CST)

Thursday, November 5th

Mainstage

10-10:15am

Introduction

10:15-10:45

Linda McKissack: Building Your Business

Have you ever wanted a secret formula to build a business you could completely step away from one day? My ONE thing is to help Realtors build a business that gives them the freedom lifestyle they are wanting. One that would generate enough cash flow to have money left over to use to build your passive income? If so, I have a fail proof, proven formula, for building your business that you will not find anywhere else!

10:45-11:45

Shay & Nobu Hata: Digital Integration

Shay Hata, a top producing Realtor in Chicago, and her husband, Nobu Hata, the CEO of the Denver Metro Association of Realtors will share their tips and tricks to automate your communication with buyers and sellers so they feel like you're holding their hand every step of the way while you free up time to focus on other activities. We'll discuss how to use Google Forms to conduct intake interviews with new buyers and sellers, how to automate the tasks associated with each transaction and how to set up different automated communication techniques for buyers and sellers including email, video, drip campaigns, reports and more. Learn how to increase your production while working smarter, not harder.

11:45-12pm

Break

12-12:30pm

Patrick Lilly: REV

12:30-1

Ashton Gustavson: Essentials

Clarity about what matters most in our business today is vital. Ashton brings a short message on best practices and disciplines for focus, purpose, and alignment within your business.

1-2pm

Lunch

Breakouts

2-3pm

How to Stay Profitable During Covid Panel: Caron Davis, Paula Clark, Paul Wheeler

Profitability Strategies, Team Building, and Marketing Changes

2-3pm

James Nellis: 5 Steps to Building Community in a Virtual World

As the world has continued to adapt to COVID-19, businesses have been forced to change their approach to connection. In-person events, face to face meetings are not the same opportunity to grow and add to your community. Learn to define, develop and grow your community through proven online solutions. These 5 essentials can reshape and enable your business to thrive in a changing market.

3-3:30pm

Russell Adler: Employee and Independent Contractor Legal Risks

The presentation will cover issues related to the difference between employees and independent contractors, discipline and termination, and practical advice to minimize litigation risks.

3-3:30pm

Wayne Turner: Marketing in a Digital World

If you want to know the where, when, why and how to use digital marketing to get your phone to ring then this session for you. You will learn the ins and outs of promoting yourself and your properties that grab attention. Quickly learn how to use the many platforms within Facebook, Instagram and YouTube that will lead you to be the go to person for real estate within your community.

3:30-3:45

Break

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3:45-4:15

Richard Fino: Grow Your Business by Buying Another Agent's Business!

Learn how to sell/buy another agent's business. This includes:

- The 3 most important mindsets to have going into it
- How to put a value on a business
- Transferring trust from client to the acquiring agent
- Ways to structure multiyear deals
- The 3 most common reason for failed mergers

3:45-4:15

Lee Tessier: Starting from Ground Zero

Thinking of branching out into a new market? Are you doing well in your current business but have the itch to start something fresh? Maybe in a vacation market? Let's talk about the "Why" and the "How" to make this happen.

4:15-5pm

LeeAnn Heinbaugh: Ancient Wisdom for the Modern World

The ancient Maya Traditions have a great deal to teach us about living in the Modern World. Together we will explore how bringing these wise ways into our lives enriches, clarifies, and guides us in living happier and more whole lives. I'll share old wisdom stories and practical tools of how we can live these in our daily lives.

- **Tending the Sacred Garden:** All of life is a garden. We each have a garden within. Our souls. And the gardens of life that we tend in the outer worlds of family, work, play, personal, and spiritual.
- **Seasons:** Life is lived in seasons. Knowing these greatly determines the fertility, abundance, sacred timing, and fallowness of how we create our lives. Aligning with these guides us in finding our own deepest passions, growth, and wholeness.
- **Rituals For Being A Master Gardner:** Our deep natural knowing of our sacred selves, intuition, and living from the heart is something we often lose in the busyness of modern life. Remembering and reclaiming this empowers, enriches, and inspires how we live each day.

4:15-5pm

Amy Stoehr: The BIG WHAT IF: Business Planning with Contingencies

2020 has been a year full of surprises and shifts. So how do you plan for the coming year, when so much can change so quickly?

This session will address important, specific steps for developing an actionable Business Plan for 2021 and beyond, with the flexibility to thrive no matter what the future might bring.

Key Areas of Focus:

- Three-Tier Production Goals
- Best Leverage for Your Specific Circumstances
- Your Updated USP
- Bulletproofing Your Operations

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Friday, November 6th

Breakouts

10-11am

Client Communication 2021: Don't Screw It Up! Panelists Debbie Yost, Linda Craft, Toril Schoepfer

Effective communication systems to boost your bottom line before, during and after the transaction.

10-11am

Luxury in the Time of COVID Panel: Moderator Tami Simms; Panelists Paul Grover, Jennifer Ames, Anthony Marguleas

Every market's definition of "luxury" is different, so don't assume that this can't be valuable for all of you! Three seasoned professionals from three very different markets will share their personal and professional experiences from lockdown 'til now, how their strategies have changed (and are changing), and how all of us can take advantage of the unexpected opportunities that a pivot like this brings, regardless of the price point we're working in.

11-11:30

Gina McKinley: Achieving Dreams with Accountability

Learn how to live a life by design to achieve all your hopes and dreams through accountability and self-discipline. We'll discuss 5 pillars and the actions steps to take and keep you on track.

11-11:30

Jennifer Bowman: Stop Discounting Your Commission

Learn how to get paid what you are worth and be happy doing it. Tips and strategies for getting the commission you deserve.

11:30-11:45

Break

11:45-12:30pm

Orly Steinberg: Mindset, Reset, for Real Estate Success

11:45-12:30pm

Brad Carroll: Conversational AI

Want to stay ahead of the curve? In this session, we'll show you what's next for lead generation and marketing. From chatbots and artificial intelligence to frictionless lead gen, you'll learn how to use these trends in a way that's easy and doesn't require you to be a tech guru.

12:30-1pm

Venous Chinichian-Jones: 3 Essentials for a GREAT HIRE

The right hire can double your business, the wrong hire can ruin your reputation. Learn the right questions to ask in an interview for reviewing the 3 essentials. Leverage tools and concepts to determine someone's potential. Understand the series of events to confirm a hiring. I will also reveal the key 60 day system after a hire.

12:30-1pm

Michael McDougall: Confidence to Manage a Healthy Work-Life Balance.

Throughout your ever-changing Real Estate career, you will face challenges as your career evolves, having the confidence to adapt and maintain a healthy work-life balance is the key to your success. Michael will be discussing just what that looked like at each stage of his career and how he continues to find it today. Plus the lessons he's learned along the way that have shaped both his home-life and successful Real Estate career.

1-2pm

Lunch

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2-2:30pm

Danielle Garofalo: Content Creation

2:30-3pm

Boomer Foster: 2021 Forecast

Economic and Industry Update and Projections For Our Industry in 2021

3-3:30

Kianga Daverington: Cyber Currencies

Bitcoin is the newest technology to serve the function of money. It is an invention for the digital age designed to solve a problem that has persisted for all of humanity's existence: how to move economic value across time and space. Drawing upon research presented in Saifedean Ammous' book, The Bitcoin Standard: The Decentralized Alternative to Central Banking, Kianga will discuss the history of money and share thoughts on Bitcoin from her perspective as an attorney and cryptoasset investment advisor.

3:30-3:45

Break

3:45-4:15

Neil Garfinkel: Fair Housing

Neil will provide a very high level overview of Fair Housing Laws as they relate to real estate agents and provide a number of "Golden Rules" that the agent can take-away from the presentation.

4:15-4:45

Michael Maher: The 3 Things You Must Do to get Referrals in 2021

4:45-5pm

Closing