

8:30 a.m. – 9:30 a.m. – Morning Keynote – “Nobu Hata, REALTOR® Consultant

RE Tech Marketing and Consumer Trends That Matter



9:45 a.m. – 10:30 a.m.

“Five for Sure things I’ve Learned over the last 30 years in Real Estate” – Instructor: Terry Anderson - Cross & Rodenberger Room

The market is always changing but the tasks any agent need seem to always stay the same... in spite of “new and better methods” to succeed in our chosen career. These are the things that have stayed the course over my 30 years in the Business.

“ Essential Tools for Real Estate Agents” – Instructors: Danny Crisafulli & Steve Shafer - Sandhouse Room

In this session, we’ll cover the 5 essential tools in every real estate agent’s tool belt. We’ll present WHY these tools are in fact essential, WHAT specific programs and processes we use for each of these when there are so many options, and finally HOW exactly we tie these all together to eliminate the guesswork from each transaction and to provide the highest level of customer service that we can.

“Let's Talk Commissions!” – Instructor: Charity Vermeer – Beard Room & Brown Room

There's a lot of talk about commissions these days, so let's get down and dirty about getting paid! How can you best negotiate your commission with your client? Can you put your commission in the Contract? How should we deal with "discount Brokers" who offer less than what's "typical"? What in the world is an i-Buyer? Where does Procuring Cause fit into all of this? We'll briefly cover these questions and more!

“ROOKIE Panel” - Moderator: Steph Gray – Panel: Jathan Trevena: FCBR; Keri Andre: GARA; Sarah Turner: LAR; Brett Sall: LBAR; South Hall

Top Rookies will share their insights on how they are succeeding in real estate

Break Visit vendors and Internet Café - 10:30 a.m. – 11:00 a.m.

11:00 a.m. – 11:45 a.m.

“Best Business Practices for Rookies” – Instructor: Steph Gray - Cross & Rodenberger Room

As a Rookie, are you feeling a tiny bit overwhelmed with everything that’s needed to be a business owner & keep your details in line, all the while lead-generating, prospecting, showing homes & responding to clients? Join us for Best Business Practices & some candid Q&A!

“The Ultimate Guide to What's New” – Instructor: Julie Dahl- Sandhouse Room

Julie will be covering: Homesnap, "Other Services", "My Listings", Contact Dashboard, and Datashare

“Let's Play Lawyer with Earnest Money” – Instructor: Charity Vermeer - Beard Room & Brown Room

The market we’ve experienced the past several years has confronted Brokers with countless tricky situations.... including the Client expecting us to have a crystal ball! When it comes to Earnest Money, let’s discuss how to stay out of trouble, keep our wallets out of it and how to maintain our sanity (did we ever have it in the first place?! In this session, we’ll equip Brokers to education the Client when it comes to Earnest Money.

12:00 - 1:15 p.m. - Keynote Speaker: Katie Lance - Box Lunch included

#GetSocialSmart: How to Hone Your Social Medial Strategy

Tired of spinning your wheels with social media? In this session, based on Katie’s best-selling book, #GetSocialSmart, Katie talks about the state of social media and how it has redefined how we communicate and connect with each other. In this session, Katie teaches tips and tools for how to map out your social media plan, which social media platforms you should focus on and why, how to maximize Facebook to build your business and so much more!



1:30 p.m. – 2:15 p.m.

“How to manage your Business by Setting up a Manual CRM - Customer Relationship Management System”-

Instructor: Nanci Garnand - Cross & Rodenberger Room

How to THINK like you are using a CRM to manage your business. To stay on top of your game, attracting new clients, staying in touch, building repeat clients, and keeping track of your activities and records. It takes thinking differently to be organized and fully utilize a Customer Relationship Management System.

“7 Ways to Launch Your Business the Right Way and 3 Big Mistakes Most People Make” – Instructor: Aaron Lebovic - Sandhouse Room

Let me guess, you became a Realtor because of freedom and flexibility with your schedule and you want to make a lot of money. \$100,000+ (for most of us) is the goal. Sound familiar? It's possible if you set things up right and avoid the most common mistakes! This action-packed class is going to give agents practical tools and strategies to launching their business - achieving consistent income and longevity in the industry.

“Grand Openings” - Instructor: Eric Thompson - Beard Room & Brown Room

How to nail the first 90 seconds of an open house interaction so you can make the client feel comfortable and immediately position yourself as a trusted expert. Many agents feel a bunch of anxiety at an open house and aren't sure how to start an interaction with a new client. The conversation ends up being awkward and ineffective. There is actually a simple formula that anyone can follow even if you are an introvert and meeting new prospects makes you nervous. This workshop will give you the formula so you can step into any open house with clarity and confidence.

2:15-3:00 p.m. - Break Visit vendors and Internet Cafe

2:20 – 2:40 – Kyle Snyder - “Technology, You Might be Doing it Wrong” - What technology apps and programs we are all using and how they may be hurting your business instead of helping like it was intended. Let's take control of the madness to focus efforts on the ones that matter most.

2:40-3:00 – Chris Coley - “Top Tech Tips, Tricks and Hacks for the Realtor in 2020” – Ways to improve efficiency, make more money and stay safe in today's real estate market.

3:15 – 4:00 p.m.

“Top Ten Tax Mistakes that Cost Realtors Thousands” – Instructor: Larry Stone - Cross & Rodenberger Room

Warren Buffett, the second richest man in the world stated that he won't pay a dime more in individual or corporate taxes. Why should you pay more if Warren Buffett doesn't find it necessary? If you're like most Realtors, you waste thousands of dollars every year in taxes you don't need to pay. Attend our entertaining, fast-paced seminar to learn how to take advantage of tax reducing strategies and keep your hard-earned cash.

“You're Not in the City Any More!” - Instructor: Louise Creager – Sandhouse Room

First - Don't count on technology to get you there. This session will give you a down and dirty version of where to start when you want to sell land and/or residential in rural/mountain areas of northern Colorado. From over 35 years of living in rural areas and working with buyers and sellers for over 10.

“The Market Isn't Crazy” – Instructor: Eric Thompson - Beard Room & Brown Room

This workshop will help you make sense of a market that sometimes doesn't seem to make sense. Too often we are quick to describe the market to our clients (and to ourselves) as crazy. Unfortunately, this description doesn't offer any value or instill any confidence. It only makes people less likely to engage with you (because, let's face it, who wants anything to do with “crazy?”) It's time to bring certainty and clarity to our clients so they can feel confident and see you as the market expert that you are. The market actually does make a lot of sense when you can see the long-term trends and understand the core fundamentals that drive everything that happens in the short term. You will walk away from this workshop feeling clear about where the market is going and confident in your ability to explain it to your clients.

“Top Producer Panel” – Moderator: Chris Hardy – South Hall

Panel: Ben Woodrum: FCB; Mark Despain: GARA; Cecilia De Villiers: LAR; Leah Ludwick: LBAR

4:00 p.m. – 5:30 p.m. – After Hours Networking Event – Appetizers – Cash Bar - Prizes
