

The Ranch First National Bank Building

February 7, 2024

8:00 a.m. – 4:00



9:00 a.m. – 10:00 a.m.

“Strategic Empowerment for 2024” Instructor: Rich Sands – South Hall

Question: What can you do to prepare to have your best year ever in 2024? Answer: strategic Empowerment. So, if I’m you and some guy like me tells me that I need strategic empowerment, I’m all YEAH BABY, let’s do it! Empower me. Then I’m asking, “what’s strategic empowerment?” Empowerment is generally defined as the authority or power given to someone to do something BUT many people define it as “the process of becoming stronger and more confident, especially in controlling one's life.” CONTROL. So, it’s ME taking control of MY stuff that empowers me? I like that. We will look at 5 areas of your business and your life where you can gain or regain control by creating strategies for success. Sounds deep, huh? Eh, maybe. Strategic Empowerment.... Sounds so good you can’t miss it.

10:00 a.m. – 10:30 a.m. - Break Visit Vendors and the Internet Café

10:30 a.m. – 11:30 a.m.

“10 Things to Adapt Your Business to a Changing Market” Instructor: David Powell - Cross & Rodenberger Room

Do you struggle with these questions? This market is tough, what should I do next? How do I explain my commission rate? How do I show my value? What marketing is actually working? David will address these and other topics to kickstart your 2024 year.

“Motivation & Momentum” – Instructor: Chalice Springfield - Sandhouse Room

Would you like to have more motivation in your business in order to ramp up your momentum? This fun and dynamic session will delve into both mindset and real-world skills essential for maintaining motivation to sustain a thriving business. Reignite your passion and propel your career with 10 specific strategies to stay on track in your real estate business!

“Making Sense of the Headlines: Industry Litigation, the MLS and You” – Instructor: Jeff Bosch, CEO IRES Beard & Brown Room

What is happening at IRES and in the MLS industry? Housing Inventory, AI, Technology, the Legal Landscape, and how it affects you.

11:45 a.m. - 1:15 p.m. - Keynote Speaker: Trista Curzdlo, C4 Consulting - Box Lunch included!

I’ve Got my Eye on You! Surveillance and Real Estate

A quick Amazon search or Best Buy browse will reveal dozens of various cameras and recording devices that are easily hidden from sight that allow sellers to record activity in their home when it’s for sale. Whether the device is there for the seller's peace of mind, or to provide the seller with an advantage at the negotiation table, agents need to have a plan in place to handle the “nanny cam conundrum.” With nearly 80% of all web traffic being video-driven, the use of drones to capture amazing footage of a property is on the rise. This course addresses the question: What are the rules that apply to drone usage and what should agents know about them?

The Ranch First National Bank Building

February 7, 2024

8:00 a.m. – 4:00



1:30 p.m. – 2:15 p.m.

Everything Old is New Again: Fair Housing, Antitrust & the Data Deluge- Instructor: Trista Curzydlo

Cross & Rodenberger Room

In 2019, over 5 billion records were exposed through data breaches. If you've been the victim of a data breach, you know how damaging even one record being exposed can be. This course examines the real estate professional's role in protecting their client's data and respecting the data leveraged by social and digital media. How collected data is handled in terms of fair housing will affect everyone moving forward—from large platforms such as Facebook to the individual agent trying to reach "target" markets. Also up for examination are real estate professionals' postings on public platforms that violate 100+ year old antitrust laws. How these old laws resurface and apply with a digital medium directly impacts how brokers must manage their brokerages.

"Effective Digital Branding: Optimizing Your Online Presence" - Instructor: Sara Russell – Sandhouse Room

Join Sara from intraMuse Creative for an enlightening session tailored for real estate professionals eager to elevate their digital branding and online presence. Uncover the secrets of creating a compelling digital identity that resonates with your clientele. Learn how to optimize your website for maximum engagement, leverage social media platforms to connect with your audience, and manage your online reputation to build trust and credibility.

"Where are Interest Rates Headed and Why" - Instructor: Brian Manning - Beard & Brown Room

Why are mortgage rates where they are - When will mortgage rates move lower - Why will rates move lower - What is happening economically that is impacting rates - What is the Federal Reserve doing and how are they impacting mortgage rates - How will rate movement impact buyers - Since the 1940's what is the cycle of Federal Reserve rate hikes, recessions, and mortgage rates - How do recessions impact housing

2:15-3:00 p.m. - Break Visit Vendors and the Internet Café

Internet Café

2:20 – 2:40 – Anthony Meisner & Tucker Brock – "Social Media"

You will get real life examples of social media ads with analytics. We will share strategies and content that gets results and share failed examples that do not work so you can learn from our mistakes.

2:40-3:00 – Anthony Meisner & Tucker Brock – "Video for REALTORS"

This video class is real life examples of what works and how you can replicate that in your business. We will talk about reels, live video, posting to different platforms and everything in-between.

3:15 – 4:00 p.m. – South Hall

"From Forms to Felonies" – Marcia Waters, Division Director, Division of Real Estate

What brokers need to do to stay in the Commission's good graces, including compliance issues and practice violations.