

The Ranch First National Bank Building

February 12, 2025

8:00 a.m. – 4:00



9:00 a.m. – 10:00 a.m.

“No-So-Everyday AI – 7 Practical Tools Every REALTOR Should Know About” Instructor: Dan Streeter – South Hall

If you’re reading this, you’re likely a bit curious about AI—and that’s a great start! While AI has been making waves, it may not have impacted your daily work yet, but that’s about to change. Partnering with organizations across the country, we’ve delivered keynotes and workshops with practical AI tools that can transform real estate work. Expect hands-on solutions that will streamline your operations, saving you time and money. By the end of this session, participants will be able to: Identify the key features of seven practical AI tools and their relevance to real estate marketing and operations.

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

10:30 a.m. – 11:30 a.m.

“Strategies and Systems to Grow Your Business in 2025” - Instructor: David Powell - Cross & Rodenberger Room

An action packed hour that includes: Networking ideas, NAR Lawsuit is actually a positive to our business, Buyer agency vs Transaction broker, Consultations/Training, Social Media the do's and don'ts, How to overcome interest rate complaints, low inventory and so much more!

“90 Day Real Estate Blueprint: Building a Successful Plan” – 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!

“The Lawsuits are Settled: What’s Next??” – Instructor: Rich Sands - Beard & Brown Room

Your world has changed considerably in the past year if your world has anything to do with the real estate industry. NAR has settled and most of it has to do with compensation and Multiple Listing Services. Instead of fearing or resisting change, we need to continue adapting. Laws have changed, contracts have been revised, \the future is NOT optional. There is no opt-out button as far as I know. So, let's adapt, and let's keep it simple: 5 steps to transparency, excellence, and customer satisfaction.

11:45 a.m. - 1:15 p.m. - Keynote Speaker: John G. Miller - Box Lunch included.

“Personal Accountability and the QBQ”

Do you hear these questions inside *your* organization?

“Why do we have to go through all this change?”

“When is someone going to train me?”

“Why don’t they communicate better?”

“When will that department do its job right?”

“Who’s going to solve the problem?”

These costly questions are symptoms of blame, victim thinking, entitlement, and procrastination. Author John G. Miller’s message of “Personal Accountability and the QBQ!” is the solution.



1:30 p.m. – 2:15 p.m.

“Unlock the Power of IRES’s New Features” – Instructor: Juliet Frank, IRES – Cross & Rodenberger Room

This class will walk you through the powerful capabilities of Property Explorer, an essential tool for real estate professionals. You’ll learn how to effectively navigate the platform and leverage its enhanced features to streamline your workflow and improve your client interactions. Additionally, you will receive an overview of two partner programs, Nestfully and Homespotter, both of which are nationwide property listing apps.

“Marketing is so Freaking Simple. Why Aren’t You Doing More?” - Instructor: Rich Sands – Sandhouse Room

In a world where people overcomplicate everything, maybe it's time to make at least one thing simple: marketing. By understanding what marketing actually is, and how to create content without damaging brain cells, or worse yet, outsourcing it, you can make your marketing easier, more effective, AND you can do more of it. You could be the greatest agent in history, but if no one has heard of you, you will struggle. So, forget those silly chicken fettuccine recipes, those sports schedules, and the motivational quotes, it's time to share relevant marketing and do more business.

“Who Cares? MLS, REALTOR Ethics, & DORA Violations” Panel Discussion – Moderator: Chris Hardy Beard & Brown Room

Panel Members: Jeff Bosch, CEO IRES MLS, Sean Dougherty, NAR Ethics Specialist, Pat Hardy, Criminal Investigator for DORA

All practiced professionals all want to help you avoid damaging pitfalls. Who cares if a line, if any, has been crossed? They do! or Do they? Gain valuable insights from the actions of others. Our expert panel will examine real-life scenarios where boundaries may have been crossed and address the critical question: 'Who Cares?'

Internet Café

2:20 – 3:00 – Anthony Meisner & Tucker Brock – “Mastering Market Stats: Empowering Your Real Estate Conversations”

This class will equip real estate professionals with the knowledge and tools to effectively incorporate market statistics into conversations with buyers and sellers. Learn how to interpret market trends and data and translate them into relatable narratives that clearly demonstrate market conditions and their impact on clients' decisions. This is especially crucial in today's challenging market, where it can be difficult to combat national media narratives that may not accurately reflect the local Northern Colorado market.

3:15 – 4:00 p.m. – South Hall

“After the NAR Settlement: More Litigation Ahead and Reflections on the Post-Settlement Industry” – Scott Peterson, General Counsel for the Colorado Association of REALTORS.

Update on all other pending Realtor litigation and some thoughts on Realtor success going forward.

Thank you for attending the REALTOR® Summit!