

## **The Ranch First National Bank Building**

**February 11, 2026**

**8:00 a.m. – 4:00**

**9:00 a.m. – 10:00 a.m.**



### **“Service in the Storm: Guiding Clients in Crisis” Instructor: Rich Sands – South Hall**

a fast-paced, practical session designed to help real estate professionals recognize when a client is experiencing more than routine transaction stress and respond with clarity, professionalism, and compassion. Agents learn how crisis impacts communication and decision-making, how to identify unspoken distress, and how to use simple stabilizing language that keeps clients grounded and moving forward. Focusing on three of the most common crisis situations, this course provides immediately usable tools for supporting clients without crossing ethical or emotional boundaries. Participants leave better prepared to stay calm, present, and effective when clients need them most.

### **“Bringing the Calm to the Chaos: Unleash Your CEO Mama” Instructor: J’aime Nowak – Rodenberger Room**

The struggle is real every day as we juggle running a business and everything on our TO DO list! In this session, we’ll uncover why we put so much pressure on ourselves to do it all and get clear on what’s truly important each day. Learn strategies and tips on designing your day to serve your life, reduce stress and spark joy while making more money and creating focus & fulfillment. Let’s Unleash!

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

**10:30 a.m. – 11:30 a.m.**

### **Winning the Listing Appointment and Pricing Like a Pro- Instructor: David Powell - Rodenberger Room**

An engaging course designed to assist Realtors elevate their listing strategies and marketing to get the listing signed! The class will also provide practical guidance on pricing the home to SELL-using market data, comparable analysis and strategic positioning. Realtors will walk away with tools to win more listings and price properties like a pro.

### **“Beyond the Picket Fence: The REALTORS Guide to Investment Properties – Sandhouse Room**

#### **Instructors: Anthony Meisner & Tucker Brock**

Northern Colorado is a prime target for investors—are you ready to represent them? This class moves beyond the emotional sale of a primary residence and dives into the data-driven world of investment real estate.

We will strip away the complexity of investment analysis and focus on the "back of the napkin" math that helps clients make quick, smart decisions. Whether your client is buying their first rental in Greeley or adding to a portfolio in Fort Collins, you will learn how to spot a deal, calculate the return, and close more transactions this year.

### **Stay In Their Orbit: Build a Consistent, Connected Real Estate Business**

#### **Instructor: Chalice Springfield - Beard & Brown Room**

In today’s crowded market, the agents who rise above the noise aren’t the loudest — they’re the most connected. This workshop helps you transform your sphere of influence into a reliable, relationship-driven referral engine by organizing your business around the right mix of **Live Flow** and **Auto Flow** activities that create visibility, trust, and genuine connection. You’ll leave with a personalized system for daily, weekly, and monthly flow that keeps you top-of-mind, deepens client loyalty, and grows your business with ease and authenticity.

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**11:45 a.m. - 1:15 p.m. - South Hall - Keynote Speaker: J'aime Nowak - Box Lunch included.**

## **"Supercharge Your Success"**

Your business will never outperform the person running it. This session sharpens your focus, decisions, and leadership—so your production and income can scale without burnout. You'll learn a proven framework to simplify priorities, eliminate distractions, and focus on what actually drives results in 2026—leaving with clarity, connection and a plan you can execute in any market. Don't miss it!

**1:30 p.m. – 2:15 p.m.**

**"Rayse: Elevate Your Value Through Transparency" – Instructor: John Stegne – Rodenberger Room**

Your brand is your first impression, and clients form that impression long before they contact you. The agents succeeding today are those who intentionally shape their online presence.

In this class, you'll learn how to use Rayse to do exactly that. We'll walk you through transforming your Rayse profile into a polished, professional showcase that highlights your expertise. You'll learn step-by-step how to brand your account, personalize your agent experience, and build a client-ready profile that clearly communicates your journey and value.

We'll also cover how Rayse builds transparency and trust through interactive presentations, branded client portals, and detailed closing reports. You'll see how Rayse automatically tracks inquiries, negotiations, and market insights, helping you show the behind-the-scenes work that matters even more with recent compensation changes.

**"Fake News: Righting the Wrongs of Condo Misinformation" – Instructor: Dexter Finley – Sandhouse Room**

Condo financing doesn't have to be confusing. In this lively 45-minute session, Dexter clears up the myths and misinformation that trip up even seasoned agents. Learn what "warrantable" really means, how to identify potential pitfalls early, and what lenders actually look for in condo approvals—all with a dose of humor and real-world insight to keep you ahead of the curve.

**Ai Marketing: Curiosity to Confidence" – Instructor: Rich Sands - Beard & Brown Room**

This high-energy, 45-minute session shows agents how to use AI to market faster, better, and with far less effort. You'll see how tools like ChatGPT and Canva's AI features can instantly create compelling listing descriptions, polished social posts, branded marketing pieces, and short video scripts — all in minutes. Through simple workflows and live demos, you'll learn how to turn one idea into multiple pieces of content, maintain consistent branding, and show up professionally across every platform. If you've been curious about AI but unsure how it fits your business, this session will give you the confidence — and the tools — to elevate your marketing immediately.

**Internet Café - 2:20 p.m. – 3:00 p.m. – Instructor: Keri Roark**

**Discover how AI is beginning to influence buyer behavior, listing visibility, and content creation in real estate.**

This class includes a live walk-through of a custom GPT built to identify ideal buyers, plus practical strategies for creating authentic, on-brand content and increasing how often your listings are surfaced in AI-driven searches.

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**South Hall - 3:15 – 4:00 p.m. – Scott Peterson, General Counsel, Colorado Association of REALTORS®**

**Risk Management "Potpourri" – "Attendees will participate in a free-flowing discussion on a wide variety of current Risk Management topics impacting REALTORS® in Colorado and across the country.**