

## "Thriving in a Changing Market" Panel

Thursday, November 12, 2009 ♦ San Diego, CA ♦ 8:45 a.m. – 10:15 a.m.



**Moderator: Betty Kincaid, PMN 2005 National President for Women's Council**, is among the most respected and accomplished women in American real estate. Betty attended Northern Arizona University, but within a couple of years had relocated to Southern Nevada, gotten married, and began spoon-feeding and changing the diapers of her eventual business partner. At different points of her varied career, Betty has specialized in everything from managing a title company to buying and selling industrial properties. In the early 1990's she founded a business that specialized in IRS Code 1031 property exchanges. By the time she sold controlling interest in 2004, it had become one of the largest, most profitable, and most highly respected companies in the industry. Betty also carries the following REALTOR® certifications, including ePRO and Resort & Second Home Properties, as well as the Certified Exchange Specialist (CES) designation.



**Heather Ozur, ABR, CRS, PMN a REALTOR® for 10 years**, is a Sales Associate with Coldwell Banker, specializing in residential property. Heather heads "The Ozur Group" with a focus on listing and selling REO/Bank Owned properties, in the Palm Springs, CA area. With Women's Council, Heather is presently serving as a State Governor for 2009. In 2005 she served as president of her local chapter and in 2008 was District-Vice President for the state chapter. Heather is active in her local and state associations of REALTORS®. Presently she serves on the Board of Directors, as President-elect of her local association. Heather also serves as a state Director for the California Association of REALTORS® and for 2009 is the Vice-Chair of Professional Standards committee. In 2007, Heather was the recipient of Business Woman of the Year for her Women's Council local chapter and the President's Award for her local association. Heather has been married to her husband, Bryan, an American Home Shield, Account Executive, for 8 years and they have two wonderful sons, Jordan 5 and Ethan 2 ½ who are their pride and joy.



**Dea Venne-Jones, ABR** is the District Director and District Broker for Zip Realty, Inc in Tucson, AZ. Dea entered the real estate profession as a second career after moving back to Tucson in 2001. Dea has operated her own training and consulting business for over 10 years and has an extensive background in technology and telecommunications. Dea has been naturally drawn to companies that value leading edge technology that allow her to combine her technical skills with her love for real estate. In 2006 Dea obtained her broker's license and with two other partners opened the first paperless office in southern Arizona, then moved on to Zip Realty in April of this year. Dea currently serves as the Local Chapter President for Tucson's Women's Council of REALTORS® and participates on committees at the state level as well as with her local association.



**J. René Ward, ABR, CRB, CRS, GRI, PMN** is broker and owner of Best Agents in Texas, a real estate company that provide buying, selling, leasing and investment services to Austin and the surrounding communities. She and her team handle a wide range of services including foreclosures, luxury homes, corporate relocations and commercial properties for churches and small to mid-size companies. Prior to her current position, she was a marketing executive for several high tech companies including: IBM, Toshiba America and Dell Computers. J. René is an instructor for the National Association of Realtors and Texas Association of Realtors. She is the author of "The Ultimate Real Estate Agent"; Recipient of the 2007 "Businesswoman of the Year" award from Women's Council of Realtors and recently seen on Home and Garden TV's "House Hunters". Raised in Philadelphia, Pennsylvania, Ward now lives in Round Rock, Texas. She has a Master of Business Administration (MBA) from Nova University and several distinguished designations and certifications in addition to her REALTOR® designation (ePRO, PIC, & TAHS) in her real estate career.



**Chris Wretschko, ABR, CRS, GRI, PMN** began her real estate career in 1987, after a 10 year career as a medical technologist at a local hospital. She began as an assistant to the owner of a small real estate company and by 1990 she had obtained her broker's license. In 1991, she became a proud member of WCR. Through education, mentoring and networking with the Local, State, Regional and National WCR Chapters and her involvement with her local association (GLAR), she was well prepared to buy the small real estate company in 2001. She has served in many leadership roles and currently serves as WCR Governor for Michigan and GLAR Immediate Past President and REALTOR® of the Year. With her specialty in foreclosures, she quickly turned Gateway To Homes into one of the largest foreclosure boutiques in the Capitol Area of Lansing MI. In 2008 alone, she sold over 250 foreclosures. In addition to her real estate designations, she has earned the Foreclosure Property Specialist and ePRO Certifications.

# 3 Keys to Creating Certainty in Uncertain Times

A great *MAP*

## I Mindset:

1. A meaningful WHY?
2. Personal Power (Association to resource states)  
The technique of anchoring
3. "I Am" Statements
4. Mastermind

## II Assessment:

1. Where is the \_\_\_\_\_ going? (Trends)
2. Who are the \_\_\_\_\_ & \_\_\_\_\_? (Activity)
3. Which \_\_\_\_\_ is for me? (Area of Expertise)
4. Where am I at & where do I want to \_\_\_\_\_ ?

### **III Plan:**

1. **Destination:** Know where you're going

- a. Being the Expert
  
- b. Positioning your expertise (technology, social media, cards & calls)
  
- c. Income goals
  
- d. Personal/Fun

2. **Travel Route:** Action steps ---- Implementation

- a. Education
  
  
  
  
  
- b. Campaign vs. Promotion
  
  
  
  
  
- c. Add value, add value, add value
  
  
  
  
  
- d. Network: on & off line

3. **Speed/pace:**

- a. 30, 60, 90 days
  
  
- b. Daily drive: schedule it
  
  
- c. Rest stop: personal time, fun time

## **Social Networking Business Plan**

### **1-30 Days**

1. Build the best profile/resume
2. LinkedIn – best model in Word
3. Replicate it everywhere - Ping.fm
4. Observe what's going on

### **31-60 Days**

1. Gathering content (post weekly)
2. Communicating your expertise (comment on your post) What to pay attention to:
  - Day 1: What does this mean (to you)?
  - Day 2: How it works
  - Day 3: How things might turn out

### **61-90 Days**

1. Comment on other posts
2. Link to a free article, report
3. Promote an open house
4. Link to your eNewsletter or blog

## **THE BAKER'S DOZEN**

### **Women's Council of REALTORS® Professional Advantage**

1. **Reach (network):** Build it strong, 6 degrees of separation
2. **Engagement of collective brain power:** Creative collaboration with colleagues & competitors willing to share
3. **Authority:** tools, website, programs, conferences
4. **Longevity:** sustainable support system...no one can better understand your wins or challenges
5. **Friendship:** BFFs; Our business is unique & so are we
6. **Ammunition:** Listing & buyer presentations. Recognizing a pro
7. **Input:** Opportunities to lead, grow, contribute & design
8. **Timely:** Monthly exposure to what's important in your marketplace
9. **Habit:** Consistently getting out into the business of your business, cultivating professional interests & actions
10. **Modeling:** The fastest path to success is to model those getting the results you want
11. **Affiliate Resources:** Knowing who you're entrusting your clients to
12. **Referrals:** 90%+ Success ratio
13. **Tons o' FUN!** Life & Real Estate can become way to serious

Mindy Gibbins-Klein, author of **24 Carat BOLD**, says you become a thought-leader by keeping it REAL & proactively expanding your Reach + Engagement + Authority + Longevity. It all adds up to **CASH**



**Debbie Battersby**

Debbie Battersby is a successful real estate agent with over 30 years' experience. She has consistently attained membership in RE/MAX's elite Platinum Club—representing the top 1% of RE/MAX agents in Illinois. In 1999, Deb served as the National President of Women's Council of REALTORS®. She is also a Master Trainer for the Anthony Robbins organization—a prestigious honor accorded only to the best of the best. As a certified Master Practitioner in the field of neuro-linguistics and neuro-associative conditioning, Deb brings more than 25 years of study and experience to the arena of achievement psychology. In recent years, Deb has branched out into speaking, coaching and writing. In that capacity, she is frequently called upon by organizations and companies around the globe. Her deepest satisfaction comes from connecting people to their individual greatness.

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