

## **Women's Council of REALTORS®**

### **2015 Top Local Chapter Programs**

#### **Program Title: It's Our Future – Where Are We Headed?**

Local Chapter: Lake Havasu Area, Arizona

Contact: Mary Roberts 928.486.3570

Presentation Style: This was a presentation with a speaker and PowerPoint presentation.

Description: NAR Chief Economist, Dr. Lawrence Yun tailored a program to speak to REALTORS®, affiliates and local, county & civic leaders. Information included where, economically speaking, we just came from and where he predicted we are going in the future. He also highlighted indicators to watch out for to predict the future housing situation.

Effective Programming: This program covered the economy, demographics and business development.

#### **Program Title: Confessions of a Top Producer**

Local Chapter: Scottsdale, Arizona

Contact: Shelli Duncan 480.766.3622

Presentation Style: There was a 60 minute intentional networking session before the program, with sponsors. The speaker was Leigh Brown.

Program Description: Leigh spoke on scripts in diverse markets. How to generate leads through farming demographics and business development. She stressed the importance of continuing education for personal development and more.

Effective Programming: This program covered diverse markets and business development.

#### **Program Title: Effective Use of Internet Marketing – It Works if You Work It**

Local Chapter: Monmouth County Shore & Country, New Jersey

Contact: Colleen Cammilo 732.768.5620

Presentation Style: This was an interactive speaker presenting with PowerPoint followed by Q&A.

Program Description: The speaker was Steve Porzio, a local REALTOR® who is highly successful with internet marketing, specifically on Zillow & Trulia. He helped attendees understand the benefits and challenges of marketing on various platforms.

Effective Programming: This program covered technology and business development.

#### **Program Title: Tips from the Top**

Local Chapter: Southern New Jersey

Contact: Denise Jasinski 609.841.2432

Presentation Style: This was a panel discussion with a moderator who facilitated audience questions that were pre-submitted.

Program Description: Eight top producing REALTORS® participated. A local attorney moderated and fielded audience questions.

Effective Programming: This program covered business development.

#### **Program Title: Beginners Luck?**

Local Chapter: Greater Portland Area, Oregon

Contact: Elizabeth Davis 503.880.6188

Presentation Style: This was a panel of 5 rookie agents. The room was also set up with 10 vendor/strategic partner tables.

Program Description: This panel was a great way to learn what some of the new successful agents have been doing in their first 3 years in business. The vendor tables added the benefit of meeting new partners for business.

Effective Programming: This program covered business development.

**Program Title: Negotiating Through Common Conflict**

Local Chapter: Fort Bend, Texas

Contact: Angela Johnson 281.989.9823

Presentation Style: This was a panel discussion with 3 local brokers and a moderator.

Program Description: The moderator was prepared with questions pertaining to common conflicts between agents in the same office and agents in different offices. Panelists also spoke about broker issues regarding complaints against their agents, how to prevent future conflicts, and how to work through conflicts with an agent when they have done something incorrectly.

Effective Programming: This program focused on business development.

**Program Title: Meth, Mold and Marijuana – What They Mean for Your Transaction**

Local Chapter: Fort Bend, Texas

Contact: Angela Johnson 281.989.9823

Presentation Style: This was 3 speakers at a head table, followed by a Q&A session.

Program Description: 3 local experts discussed what to look for in a home that could have been a prior 'grow' house. They discussed the local markets and areas where they have been located, crime rates, and also how to make the home livable again.

Effective Programming: This program covered diverse markets, economy, demographics and civic environment.

**Program Title: Maximizing Your Resources: Leveraging WCR, HAR & GHBA to Build Your Business**

Local Chapter: Great Northwest, Texas

Contact: Christy Stratton 281.658.2335

Presentation Style: Speaker luncheon with a podium and screen.

Program Description: Representatives from Houston Association of REALTORS, Women's Council of REALTORS, and Greater Houston Builders Association each spoke about leadership in their respective organizations. They discussed ways to get involved, and shared marketing tips and technology that are free to REALTORS® as member benefits. Speakers informed attendees of ways to incorporate association benefits into their business plans.

Effective Programming: This program covered business development.

**Program Title: What Works with Leigh Brown**

Local Chapter: Raleigh Regional, North Carolina

Contact: Shannon Brien 919.909.8335

Presentation Style: This was a speaker followed by Q&A.

Program Description: Leigh Brown brought an arsenal of information regarding branding, systems, scripts, lead generation, and conversion ideas. This high energy meeting was a great way to kick off our year.

Effective Programming: This program covered business development.

**Program Title: Beyond Egos & Special Interests**

Local Chapter: Contra Costa Network, California

Contact: Donna Souza 925.818.8576

Presentation Style: This was a speaker with a presentation & moderator.

Description: Program was pertinent to local issues & concerns. Topics discussed by local official were: education system, employment, smarter water & transportation.

Effective Programming: This program covered civic environment.

**Program Title: 3<sup>rd</sup> Annual San Francisco Building Boom**

Local Chapter: San Francisco Network, California

Contact: Vanessa Gamp 415.351.8754

Presentation Style: A moderator with a panel, followed by Q&A with the audience.

Program Description: This was a joint event with the local board. This diverse panel of speakers discussed new construction, where the city is going, tech companies, overseas investors and more. It was followed by an onsite networking hour.

Effective Programming: This program covered economy & demographics and civic environment.

**Program Title: Your Flawless Real Estate Transaction with Mr. & Mr. Smith-Jones**

Local Chapter: Brevard County Chapter, Florida

Contact: Joanna Starr Hynes 321.537.9707

Presentation Style: A panel discussion with Q&A.

Program Description: Top legal experts discussed legal aspects and working with same-sex couples in Florida.

Effective Programming: This program covered diverse markets and civic environment.

**Invest Atlanta/Atlanta Street Car Tour with YPN**

Local Chapter: Atlanta Chapter, Georgia

Contact: Jeff Yeomans 706.540.8869

Presentation Style: This was a joint event with YPN. The program started with various speakers who work for Invest Atlanta, then it included a ride on the street car, and finished with a networking hour at a local pub.

Program Description: Invest Atlanta began with discussion regarding updates in Urban Redevelopment and Transportation. Then continued with the street car tour to hear about Atlanta's past, present & future of the real estate market.

Effective Programming: This program covered local economy & demographics.

**Program Title: Technology for Today's REALTOR®**

Local Chapter: Birmingham-Bloomfield Chapter, Michigan

Contact: Jane Lowell 248.425.2317

Presentation Style: This was a Business Resource meeting with three speakers.

Program Description: Three speakers who were from different technology backgrounds (Drones, Mobile App, Google/Social Media) spoke for 10 minutes each with power point presentations. Then the floor was opened up for an interactive Q&A session

Effective Programming: This program educated agents on the latest technology available to them.

**Program Title: Shark Tank with Barbara Corcoran**

Local Chapter: Western Michigan Chapter

Contact: Shelley Frody 616.262.3947

Presentation Style: This was a speaker with a presentation.

Program Description: Barbara Corcoran, from ABC's Shark Tank came and spoke for an hour presentation and shared her 'rags to riches' story. Additionally a local news anchor followed up with local information for Grand Rapids, MI.

Effective Programming: This program related to leadership skills and local economy & demographics.

**Program Title: Integrated Mortgage Disclosure Basics**

Local Chapter: Southern New Jersey Regional

Contact: Denise Jasinski 609.841.2432

Presentation Style: This was a speaker with presentation and tables set up for networking.

Program Description: This was an event held jointly with 2 local boards. An attorney from the area brought timely relevant information in the state of NJ for TRID. This event offered free CE to attendees.

Effective Programming: This program focused on economy & demographics and provided relevant information for the changes going into effect.

**Program Title: Meet the Mayor – An 18-Month Update**

Local Chapter: Empire Local Westchester Chapter, New York

Contact: Roseann Paggiatta 914.490.7648

Presentation Style: This was a panel presentation and luncheon.

Program Description: 5 local city mayors spoke about their respective cities regarding current progress and future plans and projects. This was followed by Q&A from audience. This program was a follow-up from a similar program and the same speakers from 18-months previously.

Effective Programming: This program was relevant to economy & demographics and civic environment.

**Program Title: The Double D's, Death & Divorce**

Local Chapter: Fort Bend Chapter, Texas

Contact: Angela Johnson 281.989.9823

Presentation Style: This was a speaker with Q&A.

Program Description: A local attorney discussed how real estate transactions can be delayed due to change in marital status or death. He discussed time frames for probate and how to get around certain elements in time for closing.

Effective Programming: This program related to economy & demographics.

**Program Title: Tips for Success in a Multiple Offer Situation**

Local Chapter: San Antonio Chapter, Texas

Contact: Susie Sheffield 210.781.9137

Presentation Style: This was a panel discussion.

Program Description: A panel of experts consisting of top producing REALTORS® and lenders shared their tips and tricks to winning in a multiple offer situation.

Effective Programming: This topic is timely & relevant to our local area and business planning since agents and buyers are becoming increasingly discouraged by losing out in multiple offer situations.