

Women's Council of REALTORS®

2016 Top Local Chapter Programs January-June

Program Title: Got Yelp...& Leads, Leads, Leads, Strategic Online Generation

Local Chapter: Placer, California

Contact: Samantha Tov 916.947.4312

Presentation Style: This was a presentation with 2 speakers in rotation.

Description: First half of presentation was by a Yelp Community Manager and included how to market and manage your business on Yelp by optimizing your Yelp Business Page with a suite of free tools. The second presenter, a Marketing Director from Columbia Records discussed social media lead generation. He provided many easy and free social media marketing ideas to grow our businesses.

Program Title: Top Ten Tools

Local Chapter: Solano, California

Contact: Hector Ontiveros 707.580.4014

Presentation Style: Round table discussions with facilitators from multiple companies and organizations.

Program Description: Ten real estate specific topics were offered, one at each roundtable. They focused on spending money, time and energy on areas of real estate sales that affect the bottom-line. At end of the program, volunteer from each table gave a recap to all attendees. Topics: Why Advertise, Video, Facebook Boost, Designations Farming, Database Management, Real Estate Investments, Appraisals, YPN and Networks.

Program Title: Dance with the One That Brought You

Local Chapter: Sussex County, Delaware

Contact: Kathy Douglass 302.245.8574

Presentation Style: Lunch and Learn at a restaurant with speaker.

Program Description: National speaker Ashton Gustafson, a member of the NAR "30 under 30" list, shared tips and techniques to keep business connections alive and producing. Topics included daily planning and prepping, time accountability, scheduling, lead generation and establishing boundaries for both work and person life.

Program Title: Real Estate Jeopardy – Legislative Issues

Local Chapter: Sussex County, Delaware

Contact: Kathy Douglass 302.245.8574

Presentation Style: Lunch and Learn with speaker for CE credit.

Program Description: The presenter was a well-known local attorney whose main focus is on residential real estate transactions. This CE class was modeled after the game show Jeopardy and was designed to be lively and interactive. Attendees were selected to compete by answering questions from categories that included Broker/Salesperson relationship, fair housing, multiple offers, Agency & bCIS compliance, RESPA, DUCIOA/landlord tenant code, HOAs, etc. Questions were ranked from easiest (\$100 level) to most difficult (\$500 level) and explanations and discussion followed each question.

Program Title: Street Walking and Working the Corner

Local Chapter: Savannah, Georgia

Contact: Penny Rafferty 661.201.6551

Presentation Style: Speaker.

Program Description: This program was used to kick off the New Year by discussing the basic areas of real estate that we all need to do consistently to grow our business and keep incomes consistent or growing. Topics included the importance of not judging buyers or sellers, the benefits of networking, and the importance of professionalism. These topics were very helpful to our newest agents and a terrific reminder for more seasoned agents.

Program Title: The Art of the Deal: Winning in Multiple Offer Situations

Local Chapter: Chicago, Illinois

Contact: Nykea Pippion McGrioff 312.953.0008

Presentation Style: This was a panel discussion among 3 award winning REALTOR®, moderated by a top managing broker in the Chicago market.

Program Description: The program was held at one of the most exclusive new restaurants in Chicago. This sold out event, held at the beginning of the summer months, addressed the state of the Chicago market... a low-inventory seller's market. The panelists addressed ways to win in multiple offer situations and how to write offers that create a win-win for all parties.

Program Title: Pushing You in 2016

Local Chapter: Memphis, Tennessee

Contact: Lewis Marshall 901.605.7371

Presentation Style: Single speaker format.

Program Description: This was the kick-off program/luncheon for 2016. The speaker, a local educator, minister and writer provided us with tools to help achieve our potential throughout the year. Many attendees stated that this was just the boost they needed to make business decisions for the coming year.

Program Title: Community Economic Update from Mayors of Fort Bend County

Local Chapter: Fort Bend, Texas

Contact: Wendy Mottern 832.641-6362

Presentation Style: This program featured 3 local Mayors.

Program Description: The Mayors shared what will be happening in each of their respective cities. Topics included upcoming commercial and retail developments and road expansions, and the benefits they will bring such as jobs, shopping and restaurants. Armed with this type of information, before many others in the area, our members were able to share this knowledge with clients, making them a valuable information resource.