



## Top Local Chapter Programs – January 1- June 30, 2014

### **Program Title: Million Dollar Luxury Event**

Local Chapter: Scottsdale Chapter, Arizona

Contact: Kathleen Prokopow 623.363.6342

Presentation Style: A networking hour was held, followed by a panel speaking from the stage, then wrapped up with real estate celebrity Fredrik Eklund speaking on stage.

Description: Luxury event that was held at a high-end resort. This program created a lot of buzz among non-member REALTORS® in the area. Celebrity was from *Million Dollar Listing New York* show.

Effective Programming: This program covered diverse markets, effective marketing, team building, business planning, as well as breaking into the luxury market.

### **Program Title: Speed Dating – Falling in Love with New Construction**

Local Chapter: Daytona Beach Area, Florida

Contact: Denise Hutchinson 386.453.3843

Presentation Style: There were tradeshow tables set within the room for each builder to have a table for brochures and handouts during luncheon. Speed dating consisted of attendees at round tables with 1 empty chair for builders to rotate between.

Program Description: During speed dating portion, the builders sat in the empty seat and had 5 minutes to tell us how to register a buyer, when we get paid, bonus information, etc. When a bell rang, they moved to the next table, until they made rounds at each table.

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

### **Program Title: Top Owners of Brokerage Discuss Real Estate Future**

Local Chapter: Greater Palm Beach County Chapter, Florida

Contact: Christel Silver 561.929.5799

Presentation Style: A moderator with a panel of experts answering questions.

Program Description: Three very well known Broker/Owners were invited to share their vision for the future of real estate, as well as agent/broker relationships and becoming a successful REALTOR®. They brought along many non-member REALTORS®.

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

### **Program Title: Selling More Part 1 & 2**

Local Chapter: Chicago Chapter, Illinois

Contact: Evelyn Fred 773.981.2005

Presentation Style: A sit down luncheon with a moderator, guest panelists and Q&A from audience.

Program Description: The panelists shared their insights on how to effectively seek out and market new listings by providing tools and resources i.e., staging virtual & live, free MLS tools. They also discussed prospecting for professionals, leveraging your network, marketing smarter, creating a vision for consumers and getting the deal closed.

Effective Programming: This program was designed to assist REALTORS® to grow their business on the listing side by providing them with effective marketing tools, lead resources and an overall how to acquire and market new listings.

### **Program Title: The App Driven Agent**

Local Chapter: West Suburban Chapter, Illinois

Contact: Carrie J. Bey-Little 630.405.8995

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

Program Description: There are hundreds of new apps every day. This program educated REALTORS® & affiliates on the top apps used. Everyone was able to download a few apps to try. This event was followed-up 2 weeks later with a networking event where everyone could use their apps live. Everyone enjoyed the hands on training.

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

**Program Title: LinkedIn Essentials**

Local Chapter: Harford County Chapter, Maryland

Contact: Kim Bogris 410.937.2791

Presentation Style: This presentation was a speaker at our Lunch & Learn.

Program Description: The training was on how to use LinkedIn to elevate your business and exposure. This speaker taught uninterrupted and saved Q&A for after the presentation. Chip Leakas was the speaker and is a national trainer on the LinkedIn network; this was the first time a program of this nature was presented in our county.

Effective Programming: This program was designed around technology and specifically to LinkedIn. This meeting took the fear and confusion out of the platform and made it easy to navigate and use.

**Program Title: The Two M's – Meth and Mold – You Found Them, Now What?**

Local Chapter: Memphis Chapter, Tennessee

Contact: Frances Anderson 901.857.2276

Presentation Style: This presentation was a speaker at a Lunch & Learn.

Program Description: A representative from the Memphis Police Department's Meth Eradication Team, presented in conjunction with the owner of a local cleaning service on how to identify, control, treat and prevent the occurrence of meth & mold.

Effective Programming: This program focused on economy & demographics as many of the homes currently sold in our market are as-is, targeting investors.

**Program Title: Advanced Target Marketing for REALTORS®**

Local Chapter: Richmond Chapter, Virginia

Contact: Brenda Ethridge 804.283.5788

Presentation Style: This was an interactive presentation with a power point presentation and Q&A.

Program Description: The speaker, a local REALTOR® and real estate trainer, presented how to build a database of 3,000 people in 2 years, the difference between positioning and prospecting, how to build a marketing funnel, why we need to differentiate or die in the current market, the importance of video marketing and using online marketing to help sell homes. He presented concrete examples on how to set you apart from the rest, and how the basics in real estate can have new meaning in today's fast paced technology driven market.

Effective Programming: The speaker provided specific strategies to help our businesses using technology and traditional methods. It provided marketing techniques, and showed how to develop a pipeline of referrals and repeat clients.

**Program Title: New Construction 101**

Local Chapter: Madison Metro Chapter, Wisconsin

Contact: Cari Fuss 608.843.2500

Presentation Style: This was a panel discussion with a moderator who facilitated audience questions and prepared discussion topics for panel.

Program Description: A panel of builders, lenders & title representatives discussed selling, financing and closing new construction deals.

Effective Programming: This program was geared toward our market, which is low-inventory, so more buyers are turning to new construction. We educated REALTORS® about the process, regulations and unique issues associated with new construction.



## Top Local Chapter Programs – July 1- December 31, 2014

### **Program Title: Top Producer Panel – Finish the Year Strong & Plan for 2015**

Local Chapter: Southwest Riverside County Network, California

Contact: Janice Lovendahl 951.541.1503

Presentation Style: Each panelist spoke for approximately 10 minutes. Then a moderator opened up questions and answers from the audience.

Description: This event allowed for a panel to cover a wide array of topics from a variety of business perspectives.

Panelists covered: GAD – Update on changes in the Real Estate Industry; HUD Homes; Getting Listings; REO's; Working with Buyers; Marketing; Working as a team; Commercial Industry; Technology.

Effective Programming: Leadership Skills, Business Development, Economy & Demographics, Technology, Diverse Markets and Civic Environment

### **Program Title: Rookie Seminar**

Local Chapter: Pikes Peak Chapter, Colorado

Contact: Jorgette Krsulic 719.499.1232

Presentation Style: A variety of top producers each spoke about the segment of real estate in which they excel. This event also featured local affiliate sponsors who could network between breaks.

Program Description: A full-day class offered attendees the real tips and techniques of being successful REALTORS®, presented by a variety of top producers in our marketplace. Topics included everything from initial contact to post closing activities with a client. The things they don't teach in Real Estate School. It also featured networking with local affiliates so new agents can begin growing their team of industry partners.

Effective Programming: Business Development

### **Program Title: Consumer Decision Journey**

Local Chapter: Sussex County Chapter, Delaware

Contact: Joanie Hannigan 302.519.1455

Presentation Style: This was a presentation with a speaker that ended with audience questions and answers.

Program Description: Speaker, Frank Serio, provided clarity and humorous examples of the evolving thought process of the different generational approaches to buying and selling their homes.

Effective Programming: Business Development and Economy & Demographics

### **Program Title: Google Made Easy: Learn How to Use Google to Increase Your Productivity**

Local Chapter: Middlesex County Chapter, New Jersey

Contact: Genette Falk 732.261.2438

Presentation Style: A presentation with a speaker on the Google suite of applications to increase productivity.

Program Description: From mail to marketing, from chatting to social media postings, Google is free and accessible from anywhere. Speaker, Ana Monroy, lead class on how to use Google in the Real Estate industry.

Effective Programming: Business Development and Technology

### **Program Title: Mortgage Finance 101 – Making Heads or Tails Out of the Mortgage Industry**

Local Chapter: Ocean County Chapter, New Jersey

Contact: Lorraine Spinogatti 609.335.4547

Presentation Style: This presentation was a speaker with PowerPoint, handouts and audience participation.

Program Description: Speaker, Christopher DeMattais, presented detail about how many types of mortgages work, what they look for to qualify buyers and which programs handle which types of scenarios.

Effective Programming: Business Development

**Program Title: Property Owners Associations – Inconsistencies Among Them and Packet Requirements**

Local Chapter: Blue Ridge Chapter, Virginia

Contact: Sherry Orrell 434.242.9014

Presentation Style: This presentation was a speaker with audience questions and answers.

Program Description: Speaker, Tim Kelsey, a local real estate attorney, addressed the HOA Disclosure packet requirements and ramifications for not following the rules. Attendees were given the option to pick up a packet addressing the VA Code prior to the meeting from the chapter so they could prepare.

Effective Programming: Business Development

**Program Title: What's Happening in Your Own Backyard**

Local Chapter: Northern Virginia Metro Chapter, Virginia

Contact: Rebecca Straley 540.379.1949

Presentation Style: This presentation was a speaker at a Lunch & Learn with networking included.

Program Description: Led by regional expert, Mike Lubeley, with a PowerPoint including aerial and road views of upcoming, in-progress and recently completed projects. Showing neighborhood challenges and benefits provided guests with necessary selling tools to increase knowledge and income. Vision setting is key to understand the upcoming growth and potential in the area.

Effective Programming: Economy and Demographics

**Program Title: Say This, Not That**

Local Chapter: Milwaukee Metro Chapter, Wisconsin

Contact: Kelly Sly 262.391.8207

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

Program Description: Speaker, Essam Elsafy, presented a session to help agents get past objections when calling on new listings and For Sale By Owner properties. What was well outlined was how to specifically overcome objections that possible clients have, with calmness and a touch of humor to put everyone at ease.

Effective Programming: Business Development