



Relevant Topics Identified by the 2019 Meeting & Conference Committee

Marketing tools, tech and strategies

- Using video
- Using Facebook Live and Facebook, Instagram and SnapChat stories
- Instagram TV and YouTube TV
- Effectively utilizing social media – consistency, etiquette, branding
- Website design
- Converting “For Sale By Owner” listings
- Dos and Don’ts for “Coming Soon” listings
- Marketing bang for your buck – what to focus on at different points in your practice
- Marketing rural properties
- Navigating free tech tools
- Differentiating yourself/telling your story
- Cybersecurity/PCI

Communications and relationship-building

- Managing client expectations (navigating the “HGTV effect” and market expectations, as the market fluctuates between hot and cold)
- Making yourself memorable
- Presentation skills to ace client interviews
- Handling objections
- Reading what your client needs
- Networking – B2B, intraprofessional, vendors
- Perfecting your pitch
- Cultivating customers for life

Lead generation and sales techniques for a modern market

- Referrals
- Social media ads – building and placement
- Getting paid as a buyer’s agent
- Delivering exceptional customer experience
- Launching or re-launching your career
- Different lead generation techniques at each phase of your career
- How to grow your pipeline

Broker/Small Business Topics

- Lack of inventory/affordable inventory
- Selling new construction
- Insurance guidance
- Managing privacy concerns
- Smart homes – disclosure and transfer issues/awareness
- Green homes – solar panels
- Video cameras in listings
- Diversifying your business – rentals, etc.
- Areas with high property taxes
- High cost of energy and resources in some areas
- Maximizing tax benefits
- Market uncertainty
- Preparing your business for a changing market
- Virtual closings
- Crafting a modern CV (good workshop topic)



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Brokerage/Larger Business Topics

- Hiring/HR topics
- Inspiring and motivating a team
- Maximizing tax benefits
- Foreign Investment in Real Property Tax Act (FIRPTA)
- Leadership versus management

NAR 101

- Navigating or using your REALTOR® benefits

Lifestyle Topics

- Using AI assistants
- Staying organized and productive
- Work-life balance
- How to avoid burnout
- Building a resilient mindset

Motivational sessions with strategic takeaways