



Keynotes

👉 **Behind the Curtain: What does it Take to Be a Leader?** From facing your own fears and other's criticisms of others, to wrestling with doubt and leading with grace, "Behind the Curtain" is a funny, candid and personal account of one leader's voyage of self-discovery.

👉 **It's Not the Critic Who Counts: Stepping into the Arena and into Your Greatest Self** Discover how to break through inertia, criticism, and your own self-doubt to become your Best. Learn to engage in your passion and be unafraid of failing.

Sessions

(2-4 hours; flexible)

House Your Service? Learn how to set expectations while navigating around transaction pitfalls and make it to close by delivering a systematic and amazing customer service experience. Based on real-life contract scenarios, you'll even learn how to limit liability, protect your client and ensure repeat and referral business for years to come.

Tech Ethics: The Code of Ethics, Social Media & Technology Designed to meet NAR's Code of Ethics requirement, this fast and fun session focuses on how technology has changed the Code. You'll get new tools and tricks to help you better serve your clients with the latest technology and the updates you need to know to avoid violations.

Fair Housing's Inspiration If you are looking for another boring Fair Housing class with no practical takeaways, this is not the session for you. If you value your time and enjoy laughing while learning applicable skills and tactics, you should take this class. From FH's historic and inspirational roots to avoiding violations online, we guarantee you've never had a FH class quite like this.

Do the Right Thing! The Code of Ethics and Fair Housing Two-fer! Not only does this class fulfill the NAR quadrennial COE requirement it also contains fair housing information. We will take on these two topics like never before and offer real life practices to better protect agents and the public.

Business by Design: Take Back Control What if you could design your happiest business and craft your client's best experience? You CAN! In this session you'll learn how to choose your business values, plan for who you want to work with, design how consultations will go, and prepare custom forms for your use.

Behind the Curtain: Leadership Revealed What does it really take to be a leader? This session takes an honest look at the struggles a leader faces and offers tactics to navigate them. The lessons from leadership deliver to us the skills and resources to better our work and lives.

Safety Pays! Protected, Professional and Profitable *Once you know your worth, you stop giving discounts.* Investing your time in this class will give you returns well beyond making it home safe very night. It is true, safety comes at a cost; but did you know that cost actually means more profit for you?

Marketing Makeover We'll discuss your unique selling proposition (aka your best features) and then explore different workshops to prepare and renew marketing materials for a year: videos, emails/newsletters, blog ideas, social media, monthly gift ideas even one for traditional marketing. Each station will have ideas and a to-do list which, if done, will result in actual real-life marketing materials for your use.

A New Leadership Perspective: Composing A Memorable Year Get a unique approach to leadership training with Maura and Paula. Combining their backgrounds in leadership, teaching, music, theater, and real estate has resulted in a fast-paced, fun-filled, and interactive experience with real impact. Your group will come away with a deeper understanding of what it means to be a leader in a REALTOR® Association; heightened problem-solving skills; and measurable, trackable goals PLUS accountability to Paula and Maura over the following year with their personalized and detailed follow-up program. Topics covered include: basic aspects of leadership, relationship between staff and leadership/volunteers, fiduciary duty, problem solving, goal setting, strategic thinking for leaders, and more. *Available in various time formats; Co-Taught with Maura Neill*

Business Building Workshops

Crafted to develop skills rather than discuss them! (45-60min)

YUSP: Do you know Your Unique Selling Proposition? If not, we will set up feel good time bombs to expose your value to yourself. Why should a consumer choose you instead of one of the other 1.3 million REALTORS®? At the end of this workshop you will not only be able to define your unique value, you will be able to communicate it effectively.

Video Marketing U Through a fun series of hands on video marketing challenges, you will develop video, marketing and speaking skills. Everyone will leave with video marketing products they can use in their businesses that day.

10 Minute Marketing Plan If it's ten minutes, why does it take at least an hour? Marketing. At the end of our interactive discussions on the wide buffet of marketing tactics (and channels from which to employ them), learners will be presented with a one-page marketing plan to complete.

Brain Games Learn 4 simple mental hacks employed by Top Athletes and Fortune 500 Business Owners to achieve extremely high levels of success. Visualization, affirmation, "aforemation," and the power of "yet" are examined through some of the famous people who swear by them.

Top Networking Hacks We know this to be true: In life, it is not what you know, it is who you know. The question becomes, how do you meet the ones you need to know? Learning these hacks through this workshop can make future networking so easy, you will start to look for more opportunities to use your new skills.

The 80/20 Workshop: Focus on Less to Get More Learn to apply this key principle to different aspects of your real estate business--clients, appointments, calls, marketing, expenses, and more.

Fun Apps for Great Snaps Find out what gets shared and liked, how to use photo editing apps for business, and then apply what you've learned in a workshop.

Put Your Oxygen Mask on First This session and workshop focuses on the self-care necessary for optimal performance.

The Business of People Increase your emotional intelligence to increase your wealth. People skills ARE business skills. We will discuss and then hone skill sets ranging from being approachable to being remembered--in a good way.

The 7 Wonders of Leadership Take a journey through seven leadership principles (fellowship, contrast, perspective, reflection, resilience, ascension and legacy) and how to apply them to your business and life.



Paula Monthofer ABR, GRI

Paula brings every subject to life by mixing passion, a quick wit and her experience as an active REALTOR® and business leader in a fun and relatable way. Learners appreciate her highly interactive teaching style. Her enthusiasm for collaboration is infectious and her energy keeps learners captivated and engaged. This graduate of Rutgers University was the 2017 President and REALTOR® of the Year for the Arizona REALTORS®, the 2014 winner of the Flagstaff Chamber of Commerce's Young Athena Award, and is a NAR Regional Vice President in 2019.

For More Information or to Schedule:

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