



## Travis Everette DREI SESSIONS

### Keynotes

**INSPIRED DEFIANCE: WHY NOT YOU? WHY NOT NOW?** Finding your place in life isn't about fitting in, it's about standing out. Travis has defied the conventions that so often trap us into social and professional boundaries. His move from a career in college athletics to founding and growing a real estate firm to 125 agents and building his own real estate school, defied all odds. Join Travis in examining how the it's-always-been-done-this-way mindset can sabotage your freedoms and the goals you want to set. Discover the tools you need to open your potential, get out of your own way, and embrace the path you've always wanted.

**THE POWER OF PERSONALITY: BUSINESS IS ALWAYS PERSONAL!** How much time do you spend agitated or confused because of someone else's actions? Whether we work with someone, live with them, or just encounter them at an open house, there are always forces driving how they act and how we respond. In "The Power of Personality," you learn to interpret the verbal and nonverbal signals that reveal personality traits and apply the right skills sets to produce useful interactions with nearly anyone in any setting. *Available as a Keynote or Session*

**THE NEW FRONTIER OF REAL ESTATE** The real estate industry illustrates perhaps the greatest disconnect in American business today. Innovators and traditionalists are battling for the soul of the brokerage. Join Travis Everette, DREI, as he shares insights and observations about the current state of the real estate industry. You'll examine time honored topics such as compliance, brokerage support, and business models alongside frank discussions of today's latest marketing techniques and newest industry practices: Can they coincide? Find out what every generation of real estate professional MUST know and possess to thrive in an evolving landscape. *Available as a Keynote or Session*

### Sessions

**FAIR HOUSING & THE FUTURE: 50 YEARS IN AND STILL EVOLVING** The Fair Housing Act became law in the United States in 1968. Since that time, real estate licensees have been faced with trying to balance the requirements of the law with the needs and wills of their clients. Compliance with fair housing statutes has not changed, at least in theory; but fair housing complaints don't happen *theoretically*. Complaints and the careers they are capable of destroying are quite real. With his unique perspective on fair housing law and application, Travis Everette works to help real estate professionals like you avoid the complaint crosshairs while not sacrificing the intent of the law. Expect lively discussions about current marketing techniques and strategies to lawfully satisfy the needs of clients. Get this meaningful and business-changing information whether you are involved in residential sales or rentals.

**THE REALTOR® CODE OF ETHICS: A PLEDGE TO HONOR** Since 1913 when members first began to pledge to honor the best interests of their clients above their own, REALTORS® have held themselves to a higher standard. Through dozens of revisions, additions, and rewrites, the Code has evolved with the industry itself. Still shining through is the basic promise that REALTORS® have been making for more than 100 years: Be professional, Be honest, Be knowledgeable. Take an entertaining and engaging tour through the current REALTOR® Code of Ethics and come away with a greater appreciation for our industry and for the trust placed in REALTORS®. *This course has been written to satisfy the biennial Code of Ethics requirement.*

**FROM 1 TO 120: BRIDGING GROWTH FOR BROKERS** There's one constant for those attempting to move a real estate business from a one-person operation to a group: there is no manual. Most brokers and managers tackling this important transition end up frustrated, failing, wasting money, squandering time, or all the above. And the move from a salesperson to the management side of a real estate career presents challenges as well. Come benefit from the knowledge Travis Everette gained in growing from a one-person business to a firm of over 120 producing agents. Get the necessary tools for piecing together the perfect mix of personality, production, and oversight!

***"I just had to message you and say THANK YOU!!!! You got me and my office through our growing pains and we all have thrived because of you. . ."* - Tikeysha Jones, Wilmington, NC**

**TO DEFER OR NOT TO DEFER . . . 1031 EXCHANGE MASTERY** Wealth building through real estate investment is a tried and true method for many Americans to construct a lasting legacy and financial stability. Licensees around the country covet solid working relationships with investors who will fill their brokerage pipelines with transactions for years to come. Investors, for their part, want agents who know the rules of the road when it comes to one of the largest pieces of the real estate puzzle: capital gains taxation. Master 1031 exchanges and you will build an entirely new line of clientele in your brokerage. Whether you have worked with one investor or 100, understanding this hot topic will generate years of returns as your clients recognize you as their resource.

**CONTRACTS FOR THE WIN: NEGOTIATION AND CONTRACT TOOLS FOR SUCCESS** Have you ever heard “Well, the contract says . . .” and wanted to scream? We’ve all been there. Despite the undisputed importance of contracts, many licensees don’t understand some of the basic concepts—much less how to best utilize them. In “Contracts for the Win,” you will:

- Gain clarity regarding “offer and acceptance”
- Learn how to avoid the practice of law
- Discover ways of framing offers to increase chances of acceptance
- Maximize your ability to negotiate items such as repairs after contract
- Find out how disputes can be diminished so closing can happen

Wow your clients and your cooperating brokers with negotiating skills and contractual insights that smooth the transaction and hand your client the win.

**THE ART OF RELEVANCE: LETTING GO WITHOUT LOSING YOUR GRIP** *Time marches on . . .* or so the expression goes. But for some of us, it feels as if that march is over, around, and through us. It doesn’t have to be that way, however. Travis Everette bridges those who have zero experience in the real estate industry to those with 40 years in the business, showing both groups how to learn and grow from one another. Come to this session with all your worries and frustrations about being relevant to your clients and peers. If you have been selling real estate for decades and have grown weary of the changes you see daily, let’s hear it. Did you just get your license and are already tired of being labeled a know-nothing? Let’s discuss it. Both perspectives (and all the perspectives in between) bring value to our ongoing growth. This session is neither about reinventing the wheel nor abandoning it altogether. It’s about collaboration and growth...the keys to your future success and happiness.

**THESE WALLS CAN TALK: HOME INSPECTIONS AND THE BUYER CLIENT** Understanding what a house “tells” you is one of the most important skills you can provide a buyer. An ability to discern issues and advocate for a buyer’s interests quickly establishes *your* value! In *These Walls Can Talk*, you will:

- Uncover the specific structural and mechanical issues necessary to solid home construction
- Increase your ability to recognize and evaluate problems
- Learn how to negotiate better, more comprehensive offers
- Understand how agency relationships and home inspections affect you and your buyer
- Reduce liability while enhancing your reputation of service

**DOES YOUR BUSINESS HAVE BOUNCE? CONNECTING & CLOSING IN A CHANGING MARKET** A business with “bounce” is planned, branded, and marketed with your core values and profitability in mind. In this information-packed session you will:

- Find out what future trends are going to impact how you market and how you grow
- Get a step-by-step roadmap to creating a solid marketing identity and strategic action plan
- Take away top tips for maximizing your marketing design and approach in each media
- Discover what works and what doesn’t (plus a few new tricks) in branding a market identity

**SELL & EXCEL: THE PATH TO PROFITABILITY** Profit is critical to staying in business, especially for rookies. Get what you need to know to ensure your financial success and professional status in real estate. This essential course delves into issues that affect profitability: listing and sales practices, property marketing, business planning, technology, and organizational tools. Agency, contracts, home inspection, finance, and more are also covered as you get The Basics you need to thrive! *1-3 day presentation*

**BUYERS WITH POWER: THE AGENT’S GUIDE TO LENDING & THE QUALIFICATION PROCESS** Every real estate agent has heard the expression “buyers are liars” or exhaled with exasperation as yet another potential buyer client falls through the cracks. What most fail to realize empowering those buyers with guidance from a real estate professional can be the difference between reaching closing table or losing a sale. This quick, hard-hitting session looks at the

issues, obstacles, and opportunities buyers face when qualifying to purchase. From conventional to VA, students of all experience levels will take away skills they can immediately put to use.

**THE TAX MAN COMETH! THE POWER OF PLANNING IN A REAL ESTATE CAREER** Real estate brokerage can be one of the most rewarding professions in the United States. But many estate licensees find out far too late in their careers the best strategies for tracking expenses and income. Don't wait until you have created a new best friend at the IRS. Get started with useful tools and pull back the veil of confusion to empower yourself today.

*“Too good, Mr. Travis. I have never heard such amazing explanations by any of my teachers or mentors!”  
- Anupriya Rajan, Austin, TX*

*“It gets no better than this instructor!!” - Kysha Wilson, Raleigh, NC*

**Mix and Match Topics Available** Create your own custom experience by choosing from some of the topics below and allow Travis to build out the exact course you're looking for!

**SALES BASICS AND NEW AGENT TRAINING** From two hours to two days, the customization is almost unlimited. Training new agents is a passion for Travis and he knows how to switch them from “pass the test” mode into “productivity” mode. Topics that can be covered here include:

- Lead generation
- Personalized marketing
- Farming
- Social media presence
- Overcoming objections
- Client interaction

**FAIR HOUSING** One of the most discussed and still most often confused areas of residential real estate brokerage are the Federal Fair Housing statutes. Because the enforcement of these laws is so wide-ranging, their implications change almost daily with new market practices, social media platforms, and digital advertising. From personalized letters accompanying offers to targeted ads on Facebook, licensees absolutely must continue to be aware of these rules and their current enforcement.

- The seven protected classes
- Compliance with digital marketing
- Market trends affecting Fair Housing
- State specific rules/legislation tailored to your market
- HUD rules regarding tenant selection
- Making decisions with multiple offers/applications

**FEDERAL REGULATIONS** regarding the real estate transaction are ever-changing and their enforcement varies with future interpretations and enforcement. It is imperative that licensees remain aware of the current regulatory environment, so they can remain in compliance.

- RESPA
- Truth in Lending Act
- New Federal Integrated Disclosures
- Appropriate role of brokers
- Compliance/avoidance of kickbacks



### **TRAVIS EVERETTE, DREI**

Business strategist and educator, Travis Everette (DREI) is actively involved at almost every conceivable level in the real estate field. Producer of the hugely popular series of YouTube lectures used by more than 150,000 licensees across the country, this award-winning speaker provides relatable content with a memorable energy and insightful observations on real life solutions to every day challenges. Get ready for fun, engagement, and learning about actionable strategic tools – all with the intent of helping you get out of your own way of achieving success.

*“You are an amazing teacher. I catch you whenever I can & make the most of it!” - Crystal Monique, Los Angeles*

**GET MORE INFORMATION / BOOK TRAVIS:**

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