



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 Paula Monthofer*

Ask the Right Questions: Problem Solving and Goal Setting Our leaders have two important roles – setting/achieving goals and solving problems (let's hope more of the former than the latter) for their leadership year. Association Executives are in a unique position to help leadership hone those skills and help them through their leadership year. We'll explore the art of the question – how asking not only more questions, but the right questions, can improve your relationship with your leaders and your ability to see them through a successful year. Through a series of exercises and case studies, we will discuss an array of strategies for problem solving and creative approaches to goal setting which will give you more tools for success in your Leadership Toolkit.

Perception and Reality: Composing Your Leadership's Perfect Year Association Executives (and staff) can play a large role in the success of Association Leadership. Helping your leadership become an effective leader and enjoy a successful year can mean assisting them with developing their leadership skills, utilizing and constantly improving your emotional intelligence, and most of all, recognizing that there are many realities in your organization and that your perception -- your reality -- may not be the perception of all of the other players. In this session, attendees will test their own perception and compare it to others', using music and visual arts, interactive discussion of how we perceive our environment, and how we apply our emotional intelligence to interact and relate to those with whom we work closely -- from your leadership to your volunteer members, your staff to Association's membership as a whole.

Real Estate PR: See Me, Know Me, Love Me It's a little-known fact and a rarely-practiced strategy, but you can be your own public relations advocate. Whether you are a solo agent or you have a team and can delegate the task, there are a few simple steps you can take to connect with the press and become a media superstar. You don't have to spend thousands to hire a public relations firm to have contacts in the press, and you don't have to become a relentless self-promoter. You just have to have the right tools in your arsenal and know how to use them.

Give to Grow: Community Service and the Hyperlocal Agent You love what you do and you're dedicated to your community, it's what drives you AND builds your business at the same time. Find out how this win-win can be leveraged for even greater good. Founder of projects such as "Trick or Treat for Troops" and "Hot Dogs for Homeless Dogs", Maura has incorporated a Giving Initiative into her marketing plan; she'll show you how to involve your clients in charity events and giving as a way to stay in touch and foster a deeper connection and engagement. Feel great about growing your business, increasing good will, and creating a legacy of helpfulness in your business.

Put Your Best Foot Forward: Lessons in Online Customer Service from Zappos and Beyond Steve Jobs famously said, "Get closer than ever to your customers." Social media and the Internet have allowed us to do just that: we're with them as they sit in their living rooms browsing for homes, in coffee shops reading our blog posts and perusing our websites, and at any second of the day checking their smartphones and tablets. With that increased power, comes the responsibility to provide even greater levels of customer service, to set ourselves apart, to meet immediate response expectations, to navigate social media with its ever-evolving etiquette, and to present listings and marketing messages through acceptable channels. Online customer service now has the power to define us as real estate professionals.

Customer Before Company: Revolutionize Your Real Estate Business the Nordstrom Way The Nordstrom department store is legendary for exemplary customer service: from the earliest beginnings of Nordstrom, a sign hung from the ceiling that read, "If We Sell You Well, Tell Others. If Not, Tell Us." Well known for putting customer over company, Nordstrom salespeople are empowered from above to always make it right for the customer. With lessons that can be useful for solo agents, team leaders, and brokers alike, Nordstrom's business philosophies easily translate into the real estate industry. By taking a page out of the Nordstrom book, from practical translation of the Nordstrom way into customer relationships to incorporating the Nordstrom beliefs into our personal values systems, we can revolutionize our businesses and our industry.

Your Facebook Business Page is Worthless Do you have a Facebook Business Page because someone told you with certainty that “you should”? Are you finding that it’s not bringing in business and referrals the way that you thought it might? Do you feel that every minute you spend on your Business Page is just a waste of time? Delete your Facebook Business Page today and start harnessing the power of your personal profile. Start being truly social on social media and reap the benefits almost immediately. You shouldn’t be doing business via the social, but you should be using the treasure trove of knowledge that Facebook gives you to give better service to your clients and sphere.

- Find your niche: use a hobby or interest that is traditionally an in-person activity into a lead-generating business model
- Optimizing your personal profile for public viewing while keeping your privacy at the same time
- Harvest the hidden gems of information Facebook provides that you may not know about
- Get “face-to-face” with clients via Facebook (1 hour)

Co-op(eration) or Competition? Improve Customer Service As REALTORS®, we work for our clients, but we work with other agents, and the interactions we have with our colleagues can impact our clients' experience, for better or for worse. In this session, we will explore building better relationships with other agents with the intent to leverage associations to our clients' advantage . . . and to our own professional benefit and for the betterment of our industry as a whole. (1-2 hours)

Video: Beyond the Virtual Tour Want to use more video in your marketing but don't really know where to begin? You've come to the right place. With just your Smartphone or Tablet, you can create, edit, and upload high-quality videos in just a few simple steps! Producing informational and promotional videos is a quick and simple way to connect with your consumer base, to gain the trust of potential clients, and to send personal (and impressive!) greetings to your clients and sphere. Take it one step further and get your clients involved using video testimonials and house-hunting videos. The possibilities are endless – put your creativity to work. Video isn't just for the tech-savvy real estate agent anymore!

Generating Buyer and Seller Leads: Capture, Qualify, and Convert Prospecting, Farming, Networking! Lead generation goes by many different names. Are your lead generation techniques built to last? We will examine the discipline, strategy, and systems that effective lead generation requires. We will look at traditional and innovative methods for creating leads as well as scripts and tools for qualifying leads. Use this turnkey resource to also examine how to research and quantify the results of your lead generation activities so that you can fine tune and focus your efforts. *Full day ABR Designation Elective; Maura is Lead Instructor and Subject Matter Expert for This Course*

Systematic Lead Generation Leads are only as valuable as the time you put into them. Without a system, leads are just names on a spreadsheet. However, with a strong lead generation system - one that includes incubation, follow-up, and conversion - leads are not just names and email addresses: leads become relationships, closings, and great referral sources. In this session, we'll discuss how to create a system that not only generates more leads but helps you to convert those leads into loyal clients with a greater success rate. *Alternate title available: “Running Your Business in a Low Inventory Market”*

Military Relocation Professional (MRP) One Day Certification Core Course

When service members and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful. This course focuses on educating real estate professionals about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support. Learn how to provide the real estate services-at any stage in the service member's military career-that meet the needs of this niche market and win future referrals.



Maura Neill, ABR, CRS, CDPE, e-PRO, MRP, MA, REALTOR® is a second-generation REALTOR® who combines her love for the industry with her passion for education. Before getting into the real estate business in 2001, Maura previously taught at Florida State University and University of Phoenix. She is an active agent with RE/MAX Around Atlanta, leading her team and representing buyers and sellers on a day-to-day basis, and considers education – both clients and other real estate agents – an important part of her role as a REALTOR®. A devotee to lifelong learning, Maura regularly seeks out educational opportunities, such as the Harvard Negotiation Institute at Harvard Law School (2015, 2016) and the Harvard Division of Continuing Education in Professional Development (2017). She is a graduate of the NAR Leadership Academy (class of 2016) and the Residential Real Estate Council's Leadership Academy (formerly Council of Residential Specialists), as well as her state and local Association leadership academies.

