

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. *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. *Keynote or Session*

"He is, by far one of the most fabulous speakers we've ever had. He has the whole class in the palm of his hand—we all love him!" - Sandra Eike, Education Chair, Laramie Board of REALTORS®

Sessions

FAIR HOUSING INTO THE FUTURE: 50+ YEARS STRONG The Federal Fair Housing Act has been the law of the land in the United States since 1968. The need for the Fair Housing Act is still evident today and staying true to the meaning is as tough for real estate licensees as it ever has been. Join Travis for this tremendously thought-provoking session that provides a fresh new look at an old law and how it interacts with your 21st century real estate brokerage practices. *2-4 hrs*

THE GOLDEN RULE OF REAL ESTATE: THE REALTOR® CODE OF ETHICS The Code of Ethics has withstood more than 100 years of market changes, consumer shifts, and regulatory changes. This informative and interactive session will reacquaint REALTOR licensees with the Code they pledge to uphold as well as provide them with fresh perspectives on its implementation in a new and sometimes frightening real estate landscape. Come learn why the Code is a living, breathing document that continually updates as new frontiers in the industry are opened. *This course has been written to satisfy the biennial Code of Ethics requirement. 3-4 hrs*

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! *2-4 hrs*

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. *1-2 hrs*

"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

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. *2-4 hrs*

BUYERS WITH POWER! WINNING STRATEGIES FOR QUALIFICATION, INSPECTION, AND CLOSING

Buyer representation has become a widely accepted practice nearly as widespread as seller representation in the United States. In spite of this, much of the approach to the real estate transaction is still centered around the seller: their needs, wants, expectations. Travis uses this dynamic session to shine a new light on the issues very specific to buyers. What makes them tick? What makes them more attractive to sellers in multiple offers? What must a licensee know in order to protect their interests? Find out all of these answers and more in *Buyers With Power! 2-4 hrs*

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'll

- 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 *1-2 hrs*

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*

IT'S TECHNICAL...A REAL ESTATE TECHNOLOGY REALITY CHECK Technology is everywhere. Of course, that has always been the case—at one point, the light bulb was cutting edge! Advances may come fast and furious but integrating them into the business of transaction management can prove frustrating and fruitless. In "It's Technical," you'll walk through listing and prioritizing YOUR technical needs. Travis will challenge you to ask the difficult questions about what you really need to solve problems and complete tasks—and then guide you through the solutions that fit you best. You'll walk out with a roadmap toward managing and improving the technology for your business.

THE TAX MAN COMETH! INCOME TAX GUIDELINES FOR THE REAL ESTATE PROFESSIONAL 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. *1-2 hours*

"Too good, Mr. Travis. I've never heard such amazing explanations by any of my teachers!" - A. Rajan, Austin, TX



TRAVIS EVERETTE, DREI

Business strategist and educator, Distinguished Real Estate Instructor Travis Everette 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.

GET MORE INFORMATION / TO BOOK TRAVIS:

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