



KEYNOTES

Once Upon a Time: Stories that Stick

Storytelling is an ancient art; it captivates us all, captures our imaginations, and when used effectively, can make you stand out from the crowd. Storytelling creates understanding and insight into your business as a story for consumers; it creates affinity with consumers, even those whom you haven't met yet; and it provides your business the vehicle for unique, compelling marketing content. From the way you present yourself and your services to the marketing of your listings, a memorable story has the power to set you apart from your competition, attract an audience, and elevate your brand to new heights. So what's YOUR story? *Also Available Once Upon a Time: Stories that Stick - For Brokers, workshop & extended sessions*

Put Your Best Foot Forward: Lessons in Online Customer Service from Zappos & 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 from our competition, to meet immediate response expectations, to navigate social media channels with its ever-evolving rules of etiquette, and to present our listings and marketing messages through acceptable channels. Online customer service now has the power to define us as real estate professionals. *Also Available in Session Format*

Customer Before Company: Revolutionize Your 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. *Also Available in Session Format*

"Not a single head--NO ONE was looking at their phones. All eyes were paying close attention as Maura took the crowd on a journey. Embodying her topic, Maura painted a picture with her presentation. I'll be looking for her next engagement so I can hear the rest of her story and learn to tell my own. Highly recommend is an understatement!" - Michele Bailey, CRS; Watersound, FL

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. *Full Day Session; Co-Taught with Paula Monthofer.*

Asking the Right Questions: Problem-Solving and Goal-Setting Our leaders have two important roles: setting/achieving goals and solving problems. Leaders are in a unique position to help future leadership and their own team to develop and hone those skills. We'll explore the art of the question – how asking not only more questions, but the right questions, can improve your relationship with your leadership team and help to create a successful term. Through exercises and case studies, we'll discuss an array of problem-solving strategies and creative approaches to goal setting to give you more tools for success. *1-2 hours; AE/Staff Version Available*

Co-op(eration) Improve Customer Service With Your Competition As real estate professionals, 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. *2-3 hours*

Create the WIN: New Negotiation Strategies The most successful negotiators get the best outcomes for clients by thinking outside the box. This session pushes you out of your comfort zone to think differently. We'll explore the impacts of perception versus reality on the transaction and how emotional intelligence effects the negotiation process. You'll walk away with fresh, new approaches innovative options for even the most difficult negotiation. *Maura is a graduate of the Harvard Negotiation Institute at Harvard Law. Session Only, 1 hour; Session + Workshop, 2 hours*

Perception and Reality: Composing Your Leadership Masterpiece A Leader can play a large role in the success of Association, year-over-year. Helping your team and the Association staff be effective and enjoy a successful year can mean assisting them with developing their leadership skills, using and improving your emotional intelligence, and recognizing there are many realities and different perceptions in your organization. In this session, you'll test your perception and compare it to others' and examine how you apply emotional intelligence to interact with others whom you work closely—from leadership to volunteer members, staff, and the Association's membership as a whole. *1-2 hours; AE/Staff Version Available*

Running Your Business in a Low Inventory Market Low inventory market means a skill set shift. You need to know how to generate inventory, market yourself to get more listings, handle multiple offers to the sellers AND position buyers' offers in a multiple offer setting. In this session taken right from the trenches of today's market, Maura will even address the psychology of the unrealistic seller and the disappointed/angry buyer. *1-2 hours*

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. *1-2 hours*

Generating Buyer and Seller Leads: Capture, Qualify, and Convert *Full day ABR Designation Elective*

MRP: Military Relocation Professional

60 MINUTES OR LESS ... MINI SESSIONS

Video: Beyond the Virtual Tour Connect with consumers and gain the trust of potential clients. Create, edit, and upload high-quality videos in just a few simple steps!

Real Estate PR: See Me, Know Me, Love Me Be your own public relations advocate without spending thousands.

Give to Grow: Community Service and the Hyperlocal Agent Feel great about growing your business, increasing good will, and creating a legacy of helpfulness in your business.

Maura Neill, ABR, CRS, CDPE, e-PRO, MRP, MA, 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 CRS), as well as her state and local Association leadership academies.

