



Sessions

PAM ERMEN



Keynote Collaboration... the DNA of Innovation

It's been said that if you want something to change, get uncomfortable! Healthy collaboration allows for just that. It's the foundation of a power culture that encourages equal amounts of cooperation, creativity and conflict. If you're ready to challenge the status quo and respect others time, talent, and ideas, then join us for this enlightening session. Learn to play to win instead of playing to not lose!

Keynote The Leadership Lap

Are you applying the leadership principles that allow you to "Connect, Correct and Collect" and ultimately create a DYNAMIC business, office or company? Let's take a close look at how focused leadership builds meaningful relationships, creates healthy boundaries of accountability, and leads to results that make the running of a company or office a profitable experience in every way!

Keynote Mastery 2020: Taking It All to the Next Level

Good . . . Better . . . *Best!* Which reflects the path your business will take this year? In the ever-changing real estate landscape, discovering Mastery allows you to take your best efforts and your income to the next level! Well discuss how to master your marketplace by following the trends that matter, track and analyze your numbers better than ever, and maximize your on and offline Brand experience. Dont miss this exciting opportunity to take a look at your business and Master what will make a difference in today's marketplace!

Keynote Pulling the Plug: Connecting with the Connected Consumer

If connection drives business, is keeping up with the latest tech mandatory? Constant change has us all in a constant state of recalibration and technology outpaces us at every turn. It's easy to let it all overshadow the core of this business: connecting and helping others. Let's Pull the Plug, put technology in its best place, and drill down to the skills that truly feed our careers—and our happiness.

Keynote "That's IT!" 10 Activities to Attract Business & Do It Better in 2020!

Does it feel like you've hit a plateau in your business? It's easy to deliver the same production over and over again unless you make an intentional effort to shut off the auto-pilot button and truly differentiate your business from the competition! Learn how to apply 10 relevant and timely success principles to eliminate what's holding you back, create a "new norm" for your business, and generate more production than ever in 2020!

Keynote Triple Crown Performance

Create your best year ever with higher levels of Production, Profit and Purpose. This power-packed session is tailor made for Top Producers, the BEST of the BEST, who are interested in getting even better! *Also Available: Triple Crown Panel* Pam facilitates a conversation with Top Producers and leaders to discuss and illustrate the Triple Crown Performance Principles.

"Pam did an outstanding job and I would absolutely hire her again. Our agents thought she was exceptional!" - Lauren Buchel, Regional Director Midwest Region, Weichert Real Estate Affiliates, Inc.

5 Steps to 5 Stars! Strategies, Scripts & Insider Secrets

Frustrated by requesting recommendations that never materialize? This session is for you! Spend a power hour (or two) learning the insider secrets of successful agents around the country who have amped up their business by maximizing their online reviews and recommendations. You will leave with specific strategies, scripts, and a step-by-step process that will turn your requests into reviews and your reviews into a new source of consistent business!

7 Types of Sellers

Learn how to clearly define the 7 types of Sellers and their points of differentiation! We'll discuss targeted marketing efforts designed to deliver the message that you're the "Go To" specialist who understands their niche market better than anyone. Be intentional with your efforts and grow your business *on purpose* this year!

Economy 360: Interpreting Today's Economic Factors

STAYING informed is the best way to remain one step ahead of the market! In this timely and market-sensitive seminar, you'll LEARN TO EARN by reading market direction long before it arrives! We'll study the Top 6 Economic Factors affecting your marketplace and how to prepare your buyers and sellers to take appropriate action! We'll take fuzzy financial data, confusing economic reports and boring stats and turn them into some of the most exciting information you've heard in a long time!

Finding Unlisted Inventory in a Fast-Moving Market

Many national markets are experiencing decreasing inventory and increasing demand, creating multiple offer negotiations or frustration for buyers who miss homes that sell quick! In addition, today's connected consumer is often finding homes faster than their agents by employing sources other than the MLS. Agents who use creative strategies to find "unlisted" inventory can create a high level of value in the buyer's eye and a USP that sets them apart from their competitors!



FSBO's . . . Playing the Odds

Per NAR, only 8% of all nationwide sales are the result of a successful FSBO transaction. If you're thinking about working the FSBO market, the odds are in your favor! Learn two successful scripts to build rapport with sellers, secure an appointment to see their home, and share a masterful listing presentation! Discover how to convert their discussion about your commission to a conversation about their net. Join us for this session and Be prepared to take more listings in 2020!

Is Good Enough GOOD Enough? (For AEs, Staff, or Leadership)

This session will challenge you to raise the bar...once again! How can you be even more effective in an industry that demands relevance and connection in "real time"? Knowing yourself and the members you serve *better than ever* is a necessity. We'll discuss "Next Level" Leadership strategies for building a collaborative team that is prepared to communicate the mission of your association and the real estate industry we represent with renewed passion!

Planning on Purpose: LIFE Changing BUSINESS Planning

As much as you may LOVE real estate, there are probably days you question whether there's an easier way to make a living. Discover your love for real estate all over again! True business planning is the blueprint for a successful life: it defines the life you WANT to live and then develops a purposeful way to fund it! Define YOUR vision of success through an effective 5-step process and then develop a road map and successful strategies to make it happen! Eliminate year after year of unacceptable production and enact your best year yet!



Priority Pricing . . . Are Your Properties Positioned to Sell?

Will your properties be first to compete and head for the finish line OR are they destined to take a few laps around the track? Pinpointing property position and price remains a challenge—regardless of inventory! Learn a number of highly effective pricing strategies, how to create a "crystal ball" for pricing by applying supply and demand principles; and why cheap money is not a seller's friend! Discover how to control your seller's expectations and put their home first on a buyer's list!

"Just a short note to tell you how much I enjoyed your 'Priority Pricing' presentation ...one of the best that I've ever attended at Triple Play. Thank you very much."

The Principles of Emotional Selling

If you feel like you mastered every real estate skill possible, if you feel like you're doing all the right things, but getting all the wrong results, forgetting to apply the principles of emotional selling may be at

the heart of the matter! In this fast-paced session, we'll discuss the importance of understanding your client's WHY as well as you do your own; how being a TRUSTED ADVISOR is more than just a title; and how emotional bank accounts matter. Understanding and managing an array of client emotions and expectations—especially fear of loss—is vital to your business!

Rightsizing a Downsizing Generation

Upsizing? Downsizing? or Right sizing? Research shows that 10,000 people turn 65 years old every day. By 2030, 1 out of every 5 Americans will be 65 years or older! With over 20% of our future population potentially part of the Downsizing Generation, real estate professionals need to understand the specific buying and selling requirements of this group. Don't miss this session filled with checklists, resources, steps, strategies and real insights gathered from successful experiences working with this niche community of clients.

Radical, Relevant, or Ridiculous?

The real estate industry changes dramatically . . . Are you still approaching your daily business activities the same way you always have? Are your buyers and sellers paying the price because they're working with an "old dog" who refuses to update his or her approach? In this session you'll find out whether your systems, practices, ideologies and services are ahead of their time, ready for prime time, or have just timed out! You'll be introduced to NEW and INNOVATIVE business ideas, concepts and technology to take your business and your buyer's or seller's experience (AND results) to the WOW level!

"Great session yesterday in Lincoln! The best that I have ever attended. When will you be offering this again (RRR's)? I would like to schedule my staff. Even if they have to travel. Thank you." –*Zachary Z. Zoul, Grand Island Realty*

Seeing Double! Making the Most of a Multiple Offer Market

Discover a unique version of best practices! Buyer's agents will learn multiple offer strategies, effective dialogues and negotiating techniques to effectively position their client in a competitive environment. Seller's agents will better understand the supply and demand dynamics of a multiple offer market, how to maximize the property's exposure and interest, and how to sell the property for a price that can often exceed list price.

"I have rarely enjoyed a continuing ed class as much as this one in the last 24 years, 'Seeing Double.' Thank you." – *Melanie Bachman, Woods Bros Realty, Nebraska*

Team Dynamics: Building Successful Teams in Today's Marketplace

Everything good about teams can be lost without the proper knowledge, guidance or experience. You must hire right, share core values, manage the performance of your salespeople, and provide tools and training that matter! You're going to hear a lively discussion about the 5 stages of growing a successful and profitable team, and how you can avoid the predictable pitfalls that Teams can create. Learn from someone with 25+ years in-the-trenches experience in every aspect of Teams! *Ask about Pam's complete list of Teams sessions--including Team Dynamics I and II and breakouts for Brokers and Agents.*

I can tell you that I would never hire anyone else to come in and do a class on Teams. Our team's expert is PAM ERMEN." –*Christie Bevington, COO, Nebraska REALTORS® Association*

For Brokers / Managers

50 Questions A Broker Should Answer Before Starting Teams

The development of real estate teams can be the BEST thing or the WORST thing that's ever happened to your company's culture. Finding win-win solutions to important questions regarding team leader qualifications, company benefits and support, appropriation of commissions and fees, and hiring and firing can make all the difference! Trying to find solutions AFTER issues arise can strain relationships with your Top Producers. Create healthy boundaries NOW to insure profitable relationships later.

Build a Better Agent in 30 Minutes or LESS!

Are you ready for a simplified, effective, BREAKTHROUGH business planning process to increase your agents' production, focus and effectiveness while decreasing the time to make those things happen? You've heard of the 30 minute body power workouts? THIS is the 30 minute business power workout! Be the coach and mentor you've always wanted to be and put the responsibility for performance and monthly follow through where it belongs--with your Sales Force! This isn't theory--Pam's doing it successfully every day! Learn how you can push your sales force to new production levels, profitability, and passion. Eliminate the mediocrity production plateau!

Manage, Train, Recruit, Retain

This highly charged session is filled with creative and effective strategies for managing the "GO-TO" office in your market. Come learn how to maximize on-line and off-line techniques that create market "BUZZ," how to apply radical retention strategies based on a strong core culture of cooperation, professionalism and market knowledge and hear masterful dialogues that encourage conversation and interaction with the agents you'd like to attract to your office. Don't miss this great session delivered by one of the industry's most experienced real estate brokers.

The Principles of Profit: This is No Time to 'Practice' Real Estate

More than ever, brokers AND agents need to protect their bottom line and EVERY dollar counts! We'll uncover the Top 4 Principles of Profit, including how to *Cut the Fat and Not the Stats* by giving up "sacred cows," eliminating waste, and investing in profit-producing concepts and programs. Find out about aligning your off-line and on-line brand and how "ZMOT" can help. If you plan to THRIVE vs. SURVIVE industry challenges moving at warp drive, don't miss this! It's time to put your financial future back in YOUR control!

Radical Recruiting

Today's real estate professionals are more receptive to change than they've ever been! Agents finding themselves in this "real estate industry"al revolution are leaving comfort to seek out leadership that understands the challenging landscape! Are you that Leader? We'll discuss 5 areas of focus that MUST be on your radar screen: becoming their technology filter; providing an interdependent culture of trust, transparency and social savvy; delivering relevant training that rocks; and offering market-sensitive financial programs. But FIRST you have to attract them! Join us to learn "Here and Now" recruiting strategies to bring them in the door and then KEEP them there!

"She is absolutely amazing. I love her energy and she is imparting some solid, practical knowledge." – *Carleen Palmer, Professional Development & Marketing Director, Knoxville Area Association of REALTORS®*

Most sessions are time flexible from 1-4 hours.



Pamela Ermen has spent her entire business career in real estate, obtaining her license at 18 years old. Her intense focus on acquiring that knowledge, combined with award winning sales production, opened doors to full time management by the age of 24. Since then, she has spent nearly 25 years coaching individual agents and teams to their highest levels of productivity.

Pam is the author and creator of two training series about real estate business planning and the dynamic growth of teams. She was selected as the "Real Estate Educator of the Year" for the state of Virginia.

FOR ADDITIONAL INFORMATION/BOOKING:
888-423-3430 • Lisa@BettsWorks.com
www.RealEstateSpeakers.com

