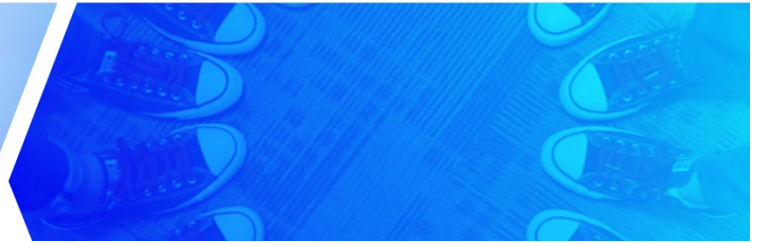




A LOCAL **FUEL** EXPERIENCE
BOOST



Wednesday, August 7

3:00 – 5:00pm	<p>Agent: Distinctive Properties Succeed in the distinctive market regardless of your experience in real estate. This in-depth certification program will empower you with the materials, knowledge, and credentials you need to excel in this specialized luxury market. Erin LeBan, <i>Senior Manager, Strategic Growth</i></p> <p>Broker: Recruiting and Retention Starts Here: 3 Easy Steps to Creating a Productive Office ERA Office Productivity guides the manager/broker/owner through the process of understanding fundamentals of getting agents engaged in their business and then shows them how to build a productivity system for their office/company. Julie Fantechi, <i>Senior Director, Content Strategy</i></p>
5:00 – 7:00pm	<p>Networking Cocktail Reception Honoring our brokers and agents!</p>

Thursday, August 8

10:00 - 10:15am	<p>Welcome – ERA® on the Real Estate Landscape Announce who is pacing and/or received awards Simon Chen, <i>CEO, ERA Franchise Systems LLC</i></p>
10:15 – 10:45am	<p>Three Essential Tools that Boost Production Now! Erin LeBan, <i>Senior Manager, Strategic Growth</i></p>
10:45am – 12:00pm	<p>Agent: 3 Steps to Creating a Powerful Sphere of Influence System, part 1 Cultivating a sphere of influence is the most significant lead-generation source and is estimated to be more <i>profitable</i> than any other form of prospecting. That means more money for less work. So why do so many agents struggle with this activity? Simple. They have not mastered the mindset, skillset, and system of being an agent who effortlessly receives referrals. In this 3-part class you will walk away able to articulate why someone should refer clients to you, create a value-driven system, and build your plug-and-play plan. Angela Stout, <i>ERA Senior Trainer</i></p> <p>Broker: Crush Your Recruiting Goals with a Proven Process, part 1 The most important driver of broker profitability is recruiting. ERA Top Recruiter brings leading-edge training that details the approach successfully used by top recruiting offices. This is a comprehensive game plan from developing the right mindset and attracting the best talent to setting appointment and getting to “yes”. Julie Fantechi, <i>Senior Director, Content Strategy</i></p>
12:00 – 12:45pm	<p>LUNCH</p>
12:45 – 1:45PM	<p>Agent: 3 Steps to Creating a Powerful Sphere of Influence System, part 2 Angela Stout, <i>ERA Senior Trainer</i></p> <p>Broker: CRUSH Your Recruiting Goals with a Proven Process, part 2 Julie Fantechi, <i>Senior Director, Content Strategy</i></p>
1:45 – 2:45PM	<p>Agent: 3 Steps to Creating a Powerful Sphere of Influence System, part 3 Angela Stout, <i>ERA Senior Trainer</i></p> <p>Broker: CRUSH Your Recruiting Goals with a Proven Process, part 3 Julie Fantechi, <i>Senior Director, Content Strategy</i></p>
2:45 – 3:00pm	<p>Bringing It All Together Dawn Perry, <i>Senior Vice President, Brand Marketing</i></p>