



AGENDA

March 16 - 18 • A Virtual Event

Tuesday, March 16, 2021

PRECONFERENCE SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:00 p.m. - 6:00 p.m. ET	Dominate Your Marketing Strategy with Paid, Earned, Shared and Owned Media • Lisa Adams, Marie VanAssendelft, Stas Pietrucha, Jason Holloway and Kevin Hill	Negotiation Strategy • Todd Beckstrom, ERA® Wilder Realty
	Brand Champions & Office Coordinators Workshop • Michael Gow, Nicole Savva, Daniel Sincerbeaux, Speaker	Top 100 Agent Mastermind (Invitation Only) • Julie Fantechi, McKenzie Graves and Nick Krautter
	Talent Attraction Workshop • Jack Miller, Dean Cottrill Panel: Mickey Spain, Sandy Borman, Scott Lauri, ERA® Central Realty Group, Nina Agro, ERA® Insite Realty Services Tracy Whitmore, Speaker	Take Your Business to the Next Level with Video • Terry Waggoner, Megan Ferris, Todd Ferris
6:00 p.m. - 7:00 p.m. ET	Awards Celebration • Sherry Chris, President & CEO, ERA® Real Estate, Rich DeNicola, COO, ERA® Real Estate, Jennifer Marchetti, CMO, ERA® Real Estate, and Lee Ann Roughton, VP, Franchise Performance, ERA® Real Estate	

Wednesday, March 17, 2021

GENERAL SESSION

2:00 p.m. - 2:30 p.m. ET	Virtual Doors Open	
2:30 p.m. - 3:05 p.m. ET	Executive Address • Sherry Chris, President & CEO, ERA® Real Estate Awards & Recognition • Sherry Chris, President & CEO, ERA® Real Estate and Rich DeNicola, COO, ERA® Real Estate	

BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
3:05 p.m. - 3:50 p.m. ET	What It Takes to Make New Agents Succeed • Cheryl Stone with Stephanie Bellanova, ERA® Central Realty Group, David Moody, ERA® Sunrise, CJ Dixon, ERA® American Realty & Investments	Staging Strategies for an Evolving Market • Martha Webb and Maria Sims, ERA® Sunrise
	Creating a Listing Culture • Frank Malpica with Kurt Schuler, Schuler Bauer Real Estate ERA® Powered, Kim Luckie, ERA® American Real Estate, Anna-Marie Ellison, ERA® King Real Estate	Brand Tools for Getting Listings • Lisa Sennstrom with Jilian Gardner, ERA® Courtyard Real Estate, Lynn Harris, ERA® American Realty & Investments, Debbie McEachron, ERA® Landmark Real Estate
	A "Look Under the Hood" at the Brain of a Successful Broker • DC McGuire	Cracking the Social Code • Jason Pantana

GENERAL SESSION

3:50 p.m. - 4:15 p.m. ET	Awards & Recognition • Sherry Chris, President & CEO, ERA® Real Estate and Rich DeNicola, COO, ERA® Real Estate	
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BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:15 p.m. - 5:00 p.m. ET	Recruiting Rockstars - Success Stories for Recruiting Experienced Agents • Dan Elzer with Gus Grizzard, ERA® Grizzard Real Estate, Eb Moore, Wilkinson Real Estate ERA®	A "Look Under the Hood" at the Brain of a Successful Agent • DC McGuire

4:15 p.m. - 5:00 p.m ET	Tried and True Time Management for Leaders <ul style="list-style-type: none"> • Travis Carson, Market Force® 	Time Management, Time Blocking and Tracking Your Business <ul style="list-style-type: none"> • Jake Durando with Amanda Braden, Schuler Bauer Real Estate ERA® Powered, Marc Leeth, ERA® Martin & Associates, Lorenzo Murray, Hunt Real Estate ERA®
	Mastering Coaching Conversations <ul style="list-style-type: none"> • Sandy Borman with Mike Taylor, ERA® Wilder Realty 	Getting the Listing <ul style="list-style-type: none"> • Carissa Mucci with Jennifer Davis, ERA® Realty Center, Debbi Hester, ERA® Sellers & Buyers Real Estate, Sue Frye, ERA® Landmark

GENERAL SESSION

5:00 p.m. - 5:15 p.m. ET	Fireside Chat <ul style="list-style-type: none"> • Sherry Chris, President & CEO, ERA® Real Estate and Ryan Schneider, CEO & President, Realogy Holdings Corp
5:15 p.m. - 5:20 p.m. ET	Day 1 Closing <ul style="list-style-type: none"> • Sherry Chris, President & CEO, ERA® Real Estate

NETWORKING SESSIONS (OPTIONAL)

TIME	BROKERS & MANAGERS	AGENTS
5:20 p.m. - 6:00 p.m ET	Recruiting <ul style="list-style-type: none"> • Dan Elzer 	Getting Listings <ul style="list-style-type: none"> • Sandy Borman
	Technology Advancements <ul style="list-style-type: none"> • Frank Malpica & Daniel Sincerbeaux, Brokermint 	Distinctive Properties & Staging <ul style="list-style-type: none"> • Jamie Marino, Jamie Huggins, Institute for Luxury Home Marketing, and Martha Webb
		Social Media <ul style="list-style-type: none"> • Jason Pantana and Jake Durando

Thursday, March 18, 2021

GENERAL SESSION

2:00 p.m. - 2:30 p.m. ET	Virtual Doors Open
2:30 p.m. - 2:45 p.m. ET	Interview with Sue Yannaccone: 100 Days in and 2021 Outlook <ul style="list-style-type: none"> • Sherry Chris, President & CEO ERA® Real Estate and Sue Yannaccone, President & CEO, Realogy Franchise Group
2:45 p.m. - 3:45 p.m. ET	Keynote Session <ul style="list-style-type: none"> • Molly Fletcher, CEO, Keynote Speaker & Sports Agent
3:45 p.m. - 4:15 p.m. ET	Voice of the Consumer: What Your Clients Are Thinking and How to Exceed Their Expectation <ul style="list-style-type: none"> • Jennifer Marchetti, CMO, ERA® Real Estate with Cassandra Bickel, ERA® Sunrise Realty, Bruce McAdoo, ERA® American Real Estate, Carrie Weber, Schuler Bauer Real Estate ERA® Powered, and Jennifer Davis, ERA® Realty Center

BREAKOUT SESSIONS

TIME	BROKERS & MANAGERS	AGENTS
4:30 p.m. - 5:15 p.m. ET	Lead Generation in 2021 <ul style="list-style-type: none"> • Frank Malpica with Robyn Erlenbush, ERA® Landmark Real Estate, Matt Walter, ERA® Brokers Consolidated, Grattan Donahoe, ERA® Donahoe Realty 	Pathways to Building a Top Producing Team <ul style="list-style-type: none"> • Sandy Borman with Liz Miller, ERA® First Advantage Realty, Inc., Jeff Knipe, Knipe Realty ERA® Powered, Paul Domenech, ERA® American Real Estate
	Situational Leadership – Simply Stated <ul style="list-style-type: none"> • Dan Elzer 	The 3C Highway – Going from Customer to Client to Closed <ul style="list-style-type: none"> • Sean Carpenter
	Getting the Listing <ul style="list-style-type: none"> • Chris Zusi with Jeff Riber, Jr., ERA® Heavener Realty, Paul Atkinson, ERA® Infinity Properties, Suzette Neff, ERA® OakCrest Realty, Inc. 	Creative Ways to Market Yourself <ul style="list-style-type: none"> • Jay Luebke with Alex Camp, ERA® Doty Real Estate, Kelly Bresnahan, ERA® Landmark Real Estate, Beverly Whipple, ERA® Brokers Consolidated

5:30 p.m. - 6:15 p.m. ET	Increasing Agent Productivity Through Effective Onboarding <ul style="list-style-type: none"> • Jake Durando with Rachel Tasker, ERA® Landmark Real Estate, Andrew Chishchevoy, Brokermint 	The Entrepreneur Mindset <ul style="list-style-type: none"> • Jack Killion
	Mergers & Acquisitions Basics <ul style="list-style-type: none"> • Laura O'Connor and Craig Hall with Jeremy Raby, ERA® Real Solutions Realty, Rick Reardon, ERA® Reardon Realty 	Handling Objections <ul style="list-style-type: none"> • Ervin Robertson, Mary Vickers, ERA® Fernandina Beach Realty
	Successful Ways to Build Ancillary Revenue Streams <ul style="list-style-type: none"> • Frank Malpica with Casey Brown, Reliant Realty ERA® Powered, Janice Miller, ERA® First Advantage Realty, Inc., Charlie Hunt, Hunt Real Estate ERA® 	Social Media: Using Instagram and TikTok to Drive Business <ul style="list-style-type: none"> • Amy Cotney
	Lead Generation Opportunities for Brokers <ul style="list-style-type: none"> • Jack Miller and Travis Saxton, T360 	Marketing Luxury Properties in a New Reality <ul style="list-style-type: none"> • Institute for Luxury Home Marketing
GENERAL SESSION		
6:15 p.m. - 6:20 p.m. ET	Day 2 Closing <ul style="list-style-type: none"> • Sherry Chris, President & CEO, ERA® Real Estate 	
FUEL Concludes		

Click [here](#) to register for Fuel.

