

**Effectively Manage Your Social Networks and Save Time! (Brittney Trimmer)**

We all know time is money in the real estate business. One thing that can take up a lot of our time is managing our social media accounts and digital presence – whether it be posting to Facebook, creating videos for YouTube, or maintaining a personal blog. But it doesn't have to! Brittney will share tips on how you can save yourself time and energy by: Planning ahead, Utilizing social media scheduling and management platforms like Hootsuite. Downloading apps that enable you to more easily share content from your smartphone.

**RPR: Your Secret Weapon in Your Real Estate Tool Box (Yvonne Jansen)**

Need to prepare for an open house in under five minutes? We've got you covered. Searching for the perfect home with prospective buyers? A guide to the RPR app's nearby listing information is available too.

**Personal Branding for Real Estate Agents (Mary Krueger)**

Do you stand out in the real estate industry? Learn how to create connection, build trust and attract your ideal clients in today's digital world.

**LLC: Should I or Shouldn't I? (Karen Daily/Kevin Matthews)**

You've spent years building your assets...how can you protect them through an LLC?

**#CORE of LEAD GENERATION (Christianna Pyo)**

An average person knows 12 Realtors! It takes an average person, 9-21 months to make a DECISION to buy or sell and they choose a Realtor in 1-3 days... What does this tell us? They take a Long time to make a decision to buy or sell, but quick decision in choosing a Realtor! So how do we stay visible so we become their Realtor of choice when they're ready? In this class, we'll discuss: How we can maximize the mindshare of those that are ready to make the decision of hiring their Realtor., FLOW: the frequency of interaction and providing relevant information. Ways to build database with IPAs (Income Producing Activities)

**SIGN ME UP!**

Fax to (703) 771-9787 / Email to info@dullesarea.com

Mail to 21720 Red Rum Dr., #177, Ashburn, VA 20147

Questions? Contact (703) 777-2468 / info@dullesarea.com

Lunch is provided each day

Early-bird (thru Sept 24) price: \$75 Regular (after Sept 24)/Non-member price: \$100

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# Real Estate Business Bootcamp 2018

October 1, 3, 10, & 11



*Series Sponsors:*



# October 1st, 3rd, 10th & 11th

Being a real estate agent is about more than selling houses. It's about running a business! DAAR's Real Estate Business Bootcamp is designed to transform new and experienced agents into entrepreneurs with staying power. From business strategies to sales strategies, this series focuses on the fundamentals that help build confidence and a solid foundation for long-term success.

## OCTOBER AGENDA

### Oct 1 – Monday

9am: Just Got my Real Estate License...Now What? (Wade Vander Molen)  
11am: Real Estate Aspirations, Motivations & Inspirations (Teresa Hagaman)  
12pm: Lunch Provided  
1pm: 8 Customer Experience Imperatives & How to Deliver Them! (Jen Du Plessis)

### Oct 3 – Wednesday

9am: Taxes: What an Agent Needs to Know (Kevin Matthews)  
12pm: Lunch Provided  
1pm: Drive! Stay in Your Lane Where There is No Speed (or Income) Limit! (Jen McCann)

### Oct 10 – Wednesday

9am: Stop Talking. Take Action! Time to Launch Your Career! (Jen Du Plessis)  
11am: How to Manage Your Social Media Network (Brittney Trimmer)  
12pm: Lunch Provided  
1pm: RPR: Your Secret Weapon in Your Real Estate Tool Box (Yvonne Jansen)

### Oct 11 – Thursday

9am: Personal Branding for Real Estate Agents (Mary Krueger)  
11am: LLC: Should I, or Shouldn't I? (Karen Daily/Kevin Matthews)  
12pm: Lunch Provided  
1pm: #CORE of LEAD GENERATION (Christianna Pyo)

#### **Just Got My Real Estate License....Now What???** (Wade Vander Molen)

For Realtors that have had their license less than 2 years. Agents who need a refresher on ramping up their business, and the brand-new agents who hung their license with a brokerage but need assistance generating business and clients. We will cover strategies on lead generation, marketing to your sphere, warm calls, outbound marketing/inbound marketing strategies, using a real estate CRM, and creating a marketing budget. Lastly, we cover the importance of implementing technology into your business and what platforms can create the most exposure for you and your new business.

#### **Real Estate Aspirations, Motivations & Inspirations** (Teresa Hagaman)

Are you an aspiring Realtor or a Realtor aspiring to achieve further growth? This brief one-hour seminar will help you understand the difference between aspiration, motivation, and inspiration to help you survive and thrive in an industry that can be challenging, and yes, sometimes "brutal". Real estate industry insight & tips from the perspective of 15-year staging veteran, DAAR Affiliate, and Tah-Da! Inc. Founder & President, Teresa Hagaman. Connect with others who share your goals and challenges. Affiliates welcome too!

#### **8 Customer Experience Imperatives & How to Deliver Them Every Time!** (Jen Du Plessis)

Learn what customer experience really is, why it matters, and how to improve it by developing your perfect sales system for maximum efficiency. Takeaways from the session: Tailored/Personalized Experiences, Balancing Hi-Tech and Hi-Touch, relevant advice & Learning, Voice of the Customer, Experiential Mindset, Anticipating Needs, Social Proof, Storytelling, Personalized sales System.

#### **Taxes: What an Agent Needs to Know** (Kevin Matthews)

One of the primary reasons an agent leaves the practice of selling real estate is business failure. In the US, one of the primary causes of business failures is failure pay taxes. What can an agent deduct and not deduct? What kind of record keeping should an agent do? All of these questions and more will be answered in this short presentation. Benefits of attending: -Staying compliant with the law, -Learning about better record-keeping, -How to make the most of their time with their CPA, -Understand some key tax provisions, which will save money.

#### **Drive! Stay in Your Lane Where There is No Speed (or income) Limit!**

Whether you are a new agent or an experienced lead agent, staying in your lane is critical to a successful real estate career. You will learn practical ways to uncover and embrace who **you** are, build the business **you** want, and drive confidently in **your** lane where there is no speed (or income) limit! After completing this session, you will walk away with: (1) tools to discover your preferences, values, & purpose; (2) a new view to evaluate opportunities for best fit; (3) a new perspective to help focus on your goal; & (4) tips on how to maintain your new way of living.

#### **Stop Talking. Take Action! Time to Launch Your Career!**

Tired of superficial connections that take you nowhere? Spending hours meeting people for "coffee" with little to no results? This session is for you! You know WHAT to do, but do you really know HOW to get the results you desire? Jen will share the exact steps on how to exchange, expose, and explore your business – while developing richer relationships along the journey. If you are seeking the leadership skills to develop your personal and professional growth; grab a seat, hold on because you are about to launch!