



EVENT SCHEDULE

8:30 - 9:00 AM — Registration

9:00 - 9:50 AM — **Breakout Session 1**

- Relocation recertification (211AB & 212AB)
- Working the sales funnel process (Room 213A)
- Leverage your offer with Ribbon (Room 213BC)
- Ninja Selling (Room 213D)
- The science of the changing market (Room 217AB)
- Booj - the new allentate.com (Room 217CD)

10:00 - 10:30 AM — What Moves You?* - Pat Riley

10:40 - 11:30 AM — **Breakout Session 2**

- Social media for beginners (211AB & 212AB)
- How to create a raving fan (Room 213A)
- Leverage your offer with Ribbon (Room 213BC)
- Power branding (Room 213D)
- Social Media 10.0 (Room 217AB)
- The art of the changing market (Room 217CD)

11:45 - 12:30 PM — Choose Your Attitude!* - Debra Searle

12:30 - 1:00 PM — Lunch*

1:00 - 1:30 PM — Town Hall*

1:45 - 2:35 PM — **Breakout Session 3**

- Social media for beginners (211AB & 212AB)
- How to create a raving fan (Room 213A)
- Leverage your offer with Ribbon (Room 213BC)
- Relocation recertification (Room 213D)
- The science of the changing market (Room 217AB)
- Booj - the new allentate.com (Room 217CD)

2:45 - 3:35 PM — **Breakout Session 4**

- Working the sales funnel process (211AB & 212AB)
- The art of the changing market (Room 213A)
- Leverage your offer with Ribbon (Room 213BC)
- Ninja Selling (Room 213D)
- Power branding (Room 217AB)
- Booj - the new allentate.com (Room 217CD)

3:45 - 4:45 PM — Yellow Pants and Pirates*
- Matthew Ferrara

6:00 - 10:00 PM — After-Party

* Richardson Ballroom



SESSIONS

Booj - the new allentate.com

Booj Digital

Attend this all-things-website breakout session to learn how to make your personal allentate.com website work for your business. We'll cover the basics and go in-depth with content capabilities such as pulling in blogs and social channels.

Power branding

Stephanie Brown, Jessica Dupree, Ashley Bryant & Molly Stroud

Learn the key elements to building a strategic and tactical marketing plan that works for you and your clients in this interactive breakout session.

Social media for beginners

Maggie Evans & Bethany Lockerbie

If you've just started to use social media to promote your business, this is the perfect session for you. We'll cover the ins and outs of Instagram, Facebook and LinkedIn and give you plenty of social media best practices for each channel.

Social Media 10.0

Matthew Ferrara

Looking to take your social media strategy to the next level? Join us as we cover how to uncover the more advanced social media strategies like content strategy, and specific platform capabilities like Facebook Live, IGTV and Stories.

Working the sales funnel process

Adam McCall & Matt Kemp

You've heard the expression there's no substitute for hard work, right? Attend this session to learn strategies and tactics designed to help you nurture leads throughout the entire sales funnel process with a goal of successfully converting prospects to clients.

The art of the changing market

John Kindbom & Phyllis Brookshire

Want to properly position your value proposition to sellers and buyers? Attend this session to learn how to set expectations and effectively communicate in the changing market.

How to create a raving fan

Carol Hampton & Robert Smith

Setting yourself apart from the masses isn't easy, especially with more and more agents on the streets. Develop tactics to differentiate yourself and make a lasting impression, before, during and after you close.

The science of the changing market

Katrina Richards & Tony Jarrett

Learn how to use today's resources to understand current market conditions and how to communicate it to our buyers and sellers. Absorption rates, pricing statistics, buying power in a rising interest rate market, and list to sale price ratio among other data points will be discussed. Checklists for what to do from start to finish to be a proactive trusted advisor and project manager will be provided.

Relocation recertification

Brian Fudenberg & DJ Stephan

If you're an active relocation team member it's time to get recertified! You'll receive full recertification credit when you attend one of the two sessions we're offering. Don't miss the opportunity to hear from one of our corporate clients and a Relocation Management Company, too!

Ninja Selling

Kim Overman, Diane Kuiper, Angi Standish & Tanya Knutson

Would you like to have a successful career AND live a life of abundance? Believe it or not, it can happen, even while serving others as a Realtor®. Join us to learn skills and action steps that will put you on the Ninja path of success.

Leverage your offer with Ribbon

Corey Shemtov

Would it help if your buyer could make an offer with a guaranteed cash approval letter in today's competitive market? How helpful would it be if we could turn your contingent offer into a cash buyer for your sellers? Our new partnership with Ribbon does JUST that and more!



KEYNOTE SPEAKERS



Pat Riley

Momentum 2018 will kick off with a candid look at the "State of Tate" in an opening address from Allen Tate Companies President/CEO Pat Riley. This inspirational keynote will take a look at the concept of momentum and how we can build and maintain this drive to grow our business and create exceptional experiences for our customers. Attendees will learn about the forces that are influencing the current real estate market and explore the challenges and opportunities that await, as we move forward together – into a new tomorrow.



Debra Searle

A professional adventurer who confounded the skeptics by rowing single-handedly across the Atlantic, Debra Searle shares how absolutely anything is possible if you surround yourself with the right people and choose the right attitude.



Matthew Ferrara

Equal parts philosopher, photographer and marketer, Matthew Ferrara shares how to differentiate yourself with better storytelling; transform your sphere to an endless source of opportunity; and swap the mentality of leads for a mindset of relationships, using photographs from his travels around the world.