

# 2019 First Session Breakouts

**1:45 pm - 2:35 pm**

**Republic B, Level 3**

## ***How to Overcome the Energy Factor When Selling Homes***

***Presenter(s): Rob "Energy Expert" Porras - Reliant Energy***

One challenging aspect of home sales is proactively/reactively addressing the electric bill concerns of the homebuyer. A Realtor who is well-educated on the dimensions of home energy usage will be prepared to answer questions, identify potential problem areas, and offer solutions to the prospective buyer. In this session we will discuss the common drivers of energy usage, how to identify improvement opportunities, and how to relay this information to the prospect.

Sponsored by: Reliant Energy

**1:45 pm - 2:35 pm**

**Seguin AB, Level 3**

## ***Maximizing Your Production with LeadStreet***

***Presenter(s): Andrew Wayne - RE/MAX Masters,  
Joe Thackery - RE/MAX DFW Associates II, Janie Thelen -  
RE/MAX North-San Antonio***

Hear it from the horses' mouth! See for yourself what these three top producing RE/MAX Associates have done to implement the industry's greatest online lead generating system. When you hear their results and see how they've put these simple yet powerful tools to work, you'll be wondering what took you so long.

Sponsored by: RE/MAX of Texas

**1:45 pm - 2:35 pm**

**Travis AB, Level 4**

## ***The Top 10 Financial Mistakes That RE/MAX Agents Make***

***Presenter(s): Ken Seifert***

Ken Seifert has over 30 years experience as a CPA and does over 1,500 returns annually for self-employed clients. His motto is "We help you keep more of what you earn". Learn valuable money saving tips in this entertaining and engaging session. Join Ken as he explains navigating the current financial waters and REALTORS® most common missteps

Sponsored by: Seifert, Mosher, & Company

**1:45 pm - 2:35 pm**

**Travis CD, Level 4**

## ***The Truth About Identity Theft***

***Presenter(s): Gary Woods***

Identity Theft is a reality of the digital age, with an estimated 25% of victims never recovering. Some of the most routine activities put you at risk, placing your name, credit and future financial security in jeopardy. Learn the most common sources of Identity Theft, the time and money lost in recovering and how best to prevent it.

Sponsored by: SafetyNets Plus

# 2009 Second Session Breakouts

**2:50 pm - 3:40 pm**

**Republic B, Level 3**

## ***Qualifying More People in Today's Mortgage Market***

***Presenter(s): Joe Jefferies & Bill North - Bank of America***

An update on the Texas economy, the current mortgage market and requirements for getting more people into homes. During this session, the presenters will review employment, population, and affordability statistics for Texas. They will provide an update on current credit and collateral guidelines, as well as tips for making homeownership a reality for more customers.

Sponsored by: Bank of America

**2:50 pm - 3:40 pm**

**Seguin AB, Level 3**

## ***Building Relationships 2.0***

***Presenter(s): Verl Workman***

Technology is changing the way consumers interact with their friends, co-workers, business contacts, their community, and even the vendors with whom they elected to do business – both online and offline. Armed with more information, consumers are seeking trusted advisors to guide them through their options and provide expertise. In this fast-paced session, learn the latest about blogging, social networking, RSS feeds and more.

Sponsored by: OBEO™

**2:50 pm - 3:40 pm**

**Travis AB, Level 4**

## ***Why You Can't Succeed Without a Smartphone***

***Presenter(s): G. William James***

Technology is the buzzword these days, but having it is not the same as using it. The Blackberry and Palm Pilot are among the most useful new technologies to surface in recent years and can quickly become a Realtor's best friend. In this panel, Palm® Treo™ helps agents to easily and efficiently incorporate this gadget into their everyday business.

Sponsored by: Palm® TREO™

**2:50 pm - 3:40 pm**

**Travis CD, Level 4**

## ***Tips & Tricks for a Smoother Short Sale***

***Presenter(s): Steve Craven - RE/MAX DFW Associates III***

With the increase in homeowners unable to pay their mortgages, an alternative to foreclosure is often welcomed. A "Short Sale" where the proceeds from the sale are not enough to pay off the existing lien or multiple liens may be an option. This seminar covers what you should know if you are representing the buyer or the seller in these tricky and uncertain transactions.

Sponsored by: RE/MAX of Texas

# 2009 Third Session Breakouts

**3:55 pm - 4:45 pm**

**Republic B, Level 3**

## *International Real Estate Specialists*

*Presenter(s): Olivier Mevellec; Panelist(s): Michael Knowles  
- RE/MAX Fry Road*

International Real Estate offers agents a unique concept in marketing luxury real estate nationally and internationally. Learn how to promote properties throughout the U.S. as well as in international markets, how to work with builders and developers around the world, understand the new second home market and how to increase sales by keeping your clients for life.

Sponsored by: RE/MAX of Texas

**3:55 pm - 4:45 pm**

**Seguin AB, Level 3**

## *Successful Marketing in Today's Real Estate Climate*

*Presenter(s): Joan Imperato - RE/MAX Associates Northeast,  
Priscillia Ennis - RE/MAX Space Center - Clear Lake*

These top RE/MAX agents have been successful in markets ranging from boom to bust, and will reveal their "adaptive techniques" that help them prosper in all conditions. Having seen up/down cycles before, these savvy veterans will share their strategies to help you meet today's challenges.

Sponsored by: RE/MAX of Texas

**3:55 pm - 4:45 pm**

**Travis AB, Level 4**

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Sponsored by: Palm® TREO™

**3:55 pm - 4:45 pm**

**Travis CD, Level 4**

## *Pricing in a Difficult Market*

*Presenter(s): Cheryl Fairbanks*

The importance of correct pricing cannot be understated. The best ideas in place by top agents around the world, broken down into such detail and science that when truly learned and applied they can dramatically transform consumer satisfaction for any agent. You can walk away with enough ideas from this meeting to change your results in 2009.

Sponsored by: RE/MAX of Texas